

Psychographic Profile Analysis

City of Leon Valley
Leon Valley, Texas

May 18, 2006

Prepared by C. Kelly Cofer, CCIM

TheRetailCoach™. The logo consists of the text "TheRetailCoach" in a bold, sans-serif font, followed by a small trademark symbol (TM) and a small orange dot.

TheRetailCoach™
Retail Recruitment & Development Strategies

Cofer Haag & Thrasher, LLC
P.O. Box 7272
Tupelo, MS 38802-7272
tel 662.844.2155
fax 662.844.2738
info@theretailcoach.net

About Cofer Haag & Thrasher

Cofer Haag & Thrasher is a national retail consulting, market research and development firm that combines strategy, technology and creative expertise to develop and deliver high-impact retail recruitment and development strategies to local governments, chambers of commerce and economic development organizations.

Through its unique TheRetailCoach process, it offers a unique system of products and services that better enable communities to maximize their retail development potential.

About TheRetailCoach™

Providing more than simple data reports of psychographic and demographic trends, TheRetailCoach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" data gathered through extensive visits within our clients' communities.

Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs helps assure our clients they are getting the latest and best information for their retail needs — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

TheRetailCoach process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

TheRetailCoach — It's not about data. It's about your success.

Contents

Psychographic Profile Overview	4
Lifestyle Segment Definitions.....	5
Lifestyle Segment Data.....	7
Kids & Cul-de-Sacs	8
Home Sweet Home	15
Young Influentials.....	22
Suburban Sprawl.....	29
Urban Achievers	36
Blue-Chip Blues	43
Domestic Duos	50
New Beginnings	57
Suburban Pioneers.....	64
Targeted Retailers/Restaurants	71
Acknowledgements.....	72

Psychographic Profile Overview

The Psychographic Profile Analysis report provides a glimpse into the lifestyle, buying and spending characteristics of households within a particular trade area. These characteristics have been grouped into 66 Lifestyle Segments based on their similarities and relationships with other characteristics.

On the following pages, this report provides information on the nine Lifestyle Segments which best represent the Retail Trade Area for Leon Valley, Texas.

For the purpose of this report, the Psychographic Profile Analysis was based on a 7-Minute Drive-Time Retail Trade Area.

Lifestyle Segment Definitions

Kids & Cul-de-Sacs

Upscale, suburban, married couples with children -that's the skinny on Kids & Cul-de-Sacs, an enviable lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment is a refuge for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence and children translates into large outlays for child-centered products and services.

Home Sweet Home

Widely scattered across the nation's suburbs, the residents of Home Sweet Home tend to be upper-middle-class married couples living in mid-sized homes with few children. The adults in the segment, mostly between the ages of 25 and 54, have gone to college and hold professional and white-collar jobs. With their upscale incomes and small families, these folks have fashioned comfortable lifestyles, filling their homes with toys, TV sets and pets.

Young Influentials

Once known as the home of the nation's yuppies, Young Influentials reflects the fading glow of acquisitive yuppiedom. Today, the segment is a common address for young, middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits. Having recently left college dorms, they now live in apartment complexes surrounded by ball fields, health clubs and casual-dining restaurants.

Suburban Sprawl

Suburban Sprawl is an unusual American lifestyle: a collection of midscale, middle-aged singles and couples living in the heart of suburbia. Typically members of the Baby Boom generation, they hold decent jobs, own older homes and condos, and pursue cocooning versions of the American Dream. Among their favorite activities are jogging on treadmills, playing trivia games and renting videos.

Urban Achievers

Concentrated in the nation's port cities, Urban Achievers is often the first stop for up-and-coming immigrants from Asia, South America and Europe. These young singles and couples are typically college-educated and ethnically diverse: about a third are foreign-born, and even more speak a language other than English.

Blue-Chip Blues

Blue-Chip Blues is known as a comfortable lifestyle for young, sprawling families with well-paying blue-collar jobs. Ethnically diverse -with a significant presence of Hispanics and African-Americans- the segment's aging neighborhoods feature compact, modestly priced homes surrounded by commercial centers that cater to child-filled households.

Lifestyle Segment Definitions

Domestic Duos

Domestic Duos represents a middle-class mix of mainly over 55 singles and married couples living in older suburban homes. With their high-school educations and fixed incomes, segment residents maintain an easy-going lifestyle. Residents like to socialize by going bowling, seeing a play, meeting at the local fraternal order or going out to eat.

New Beginnings

Filled with young, single adults, New Beginnings is a magnet for adults in transition. Many of its residents are twentysomething singles and couples just starting out on their career paths -or starting over after recent divorces or company transfers. Ethnically diverse -with nearly half its residents Hispanic, Asian or African-American- New Beginnings households tend to have the modest living standards typical of transient apartment dwellers.

Suburban Pioneers

Suburban Pioneers represents one of the nation's eclectic lifestyles, a mix of young singles, recently divorced and single parents who have moved into older, inner-ring suburbs. They live in aging homes and garden-style apartment buildings, where the jobs are blue-collar and the money is tight. But what unites these residents -a diverse mix of whites, Hispanics and African-Americans- is a working-class sensibility and an appreciation for their off-the-beaten-track neighborhoods.

Lifestyle Segment Data

Kids & Cul-de-Sacs

Kids & Cul-de-Sacs

Upscale, suburban, married couples with children -that's the skinny on Kids & Cul-de-Sacs, an enviable lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment is a refuge for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence and children translates into large outlays for child-centered products and services.

Social Group:	The Affluentials
Lifestage Group:	Young Accumulators

2005 Statistics:

US Households:	1,687,777 (1.52%)
Median HH Income:	\$70,223

Lifestyle Traits

- Buy children's video games
- Go to Chuck E. Cheese
- Read Parenting
- Watch Nickelodeon
- Drive a Honda Odyssey

Demographics Traits:

Ethnic Diversity:	High Asian, Hispanic
Family Types:	Families
Age Ranges:	25-54
Education Levels:	H.S./College
Employment Levels:	Prof, White-Collar
Housing Types:	Homeowners
Urbanicity:	Suburban
Income:	Upper Middle
Income Producing Assets:	not available

Kids & Cul-de-Sacs

Age

Description	U.S.	Segment	Index
CY HHs Hhldr Age 15 - 24	5.18	3.99	77
CY HHs Hhldr Age 25 - 34	16.28	19.95	123
CY HHs Hhldr Age 35 - 44	20.78	30.07	145
CY HHs Hhldr Age 45 - 54	21.20	24.77	117
CY HHs Hhldr Age 55 - 59	8.69	7.84	90
CY HHs Hhldr Age 60 - 64	6.94	5.07	73
CY HHs Hhldr Age 65 - 69	5.70	3.09	54
CY HHs Hhldr Age 70 - 74	4.93	2.23	45
CY HHs Hhldr Age 75 - 79	4.37	1.49	34
CY HHs Hhldr Age 80 - 84	3.35	0.99	29
CY HHs Hhldr Age 85+	2.57	0.52	20

Income

Description	U.S.	Segment	Index
CY HHs with Inc < \$15,000	13.68	3.85	28
CY HHs with Inc \$15,000 - \$24,999	11.25	4.33	38
CY HHs with Inc \$25,000 - \$34,999	11.49	6.51	57
CY HHs with Inc \$35,000 - \$49,999	15.87	13.65	86
CY HHs with Inc \$50,000 - \$74,999	19.30	26.91	139
CY HH Inc \$75,000 - \$99,999	11.50	20.45	178
CY HHs with Inc \$100,000 - \$149,999	10.64	18.12	170
CY HHs with Inc \$150,000 - \$249,999	4.38	5.05	115
CY HH Inc \$250,000 - \$499,999	1.30	0.86	66
CY HH Inc \$500,000+	0.60	0.26	44

Race & Ethnicity

Description	U.S.	Segment	Index
CY HHs, White	78.10	75.46	97
CY HHs, Black or African American	11.60	11.15	96
CY HHs, American Indian/Alaska Native	0.75	0.52	69
CY HHs, Asian	3.38	5.61	166
CY HHs, Native HI/Pac Islander	0.11	0.21	188
CY HHs, Some Other Race	4.10	4.57	112
CY HHs, 2+ Races	1.96	2.48	127
CY HHs, Hisp/Lat	9.97	13.34	134

Kids & Cul-de-Sacs

Education

Description	U.S.	Segment	Index
CY Pop 25+, Less than 9th Grade	7.74	3.21	41
CY Pop 25+, Some High School, No Diploma	12.13	6.90	57
CY Pop 25+, High School Grad (inc Equivalency)	28.43	23.32	82
CY Pop 25+, Some College, No Degree	21.14	27.60	131
CY Pop 25+, Associate Degree	6.34	9.16	144
CY Pop 25+, Bachelor Degree	15.50	21.23	137
CY Pop 25+, Master's Degree	5.83	6.26	107
CY Pop 25+, Professional School Degree	1.93	1.60	83
CY Pop 25+, Doctorate Degree	0.95	0.72	75

Sex by Marital Status for the Pop 15+

Description	U.S.	Segment	Index
CY Pop 15+: Never Married	26.74	23.09	86
CY Pop 15+: Married, Spouse present	51.83	61.84	119
CY Pop 15+: Married, Spouse Absent	5.37	3.43	64
CY Pop 15+: Widowed	6.42	2.86	45
CY Pop 15+: Divorced	9.64	8.78	91
CY Pop 15+ Male: Never Married	14.54	12.46	86
CY Pop 15+ Male: Married, Spouse Present	26.04	30.98	119
CY Pop 15+ Male: Married, Spouse Absent	2.76	1.63	59
CY Pop 15+ Male: Widowed	1.20	0.50	42
CY Pop 15+ Female: Married, Spouse Present	25.78	30.86	120
CY Pop 15+ Male: Divorced	4.17	3.48	84
CY Pop 15+ Female: Married, Spouse Absent	2.61	1.80	69
CY Pop 15+ Female: Never Married	12.20	10.63	87
CY Pop 15+ Female: Widowed	5.22	2.36	45
CY Pop 15+ Female: Divorced	5.48	5.30	97

Kids & Cul-de-Sacs

Work Occupation

Description	U.S.	Segment	Index
CY Emp Civ Pop 16+, Occ: Mgmt Except Farmer	8.70	10.44	120
CY Emp Civ Pop 16+, Occ: Farmer/Farm Mgmt	0.59	0.08	13
CY Emp Civ Pop 16+, Occ: Business Ops Specialist	2.12	2.89	137
CY Emp Civ Pop 16+, Occ: Financial Specialist	2.21	2.95	133
CY Emp Civ Pop 16+, Occ: Computer/Mathematical	2.48	4.05	163
CY Emp Civ Pop 16+, Occ: Architect/Engineer	2.09	2.96	142
CY Emp Civ Pop 16+, Occ: Life/Phys/Soc Science	0.92	0.83	90
CY Emp Civ Pop 16+, Occ: Community/Soc Svcs	1.49	1.39	93
CY Emp Civ Pop 16+, Occ: Legal	1.08	0.90	83
CY Emp Civ Pop 16+, Occ: Edu/Training/Library	5.66	5.60	99
CY Emp Civ Pop 16+, Occ: Arts/Entertain/Sports	1.90	1.64	86
CY Emp Civ Pop 16+, Occ: Health Practitioner/Tec	4.63	4.91	106
CY Emp Civ Pop 16+, Occ: Healthcare Support	1.97	1.42	72
CY Emp Civ Pop 16+, Occ: Protective Svcs	1.97	2.43	123
CY Emp Civ Pop 16+, Occ: Food Prep/Serving	4.75	3.51	74
CY Emp Civ Pop 16+, Occ: Building Grounds Maint	3.24	1.93	60
CY Emp Civ Pop 16+, Occ: Personal Care/Svc	2.79	2.79	100
CY Emp Civ Pop 16+, Occ: Sales/Related	11.30	12.35	109
CY Emp Civ Pop 16+, Occ: Office/Admin Support	15.42	17.53	114
CY Emp Civ Pop 16+, Occ: Farm/Fish/Forestry	0.74	0.19	25
CY Emp Civ Pop 16+, Occ: Construction/Extraction	5.51	4.34	79
CY Emp Civ Pop 16+, Occ: Maintenance Repair	3.95	4.08	103
CY Emp Civ Pop 16+, Occ: Production	8.39	5.97	71
CY Emp Civ Pop 16+, Occ: Transportation/Moving	6.09	4.81	79

Work Commuting Patterns

Description	U.S.	Segment	Index
CY Workers, Transportation: Drove Alone	78.60	85.05	108
CY Workers, Transportation: Carpooled	12.56	11.60	92
CY Workers, Transportation: Public Transport	4.69	1.78	38
CY Workers, Transportation: Motorcycle	0.12	0.16	139
CY Workers, Transportation: Bicycle	0.38	0.16	43
CY Workers, Transportation: Walked	2.93	0.72	24
CY Workers, Transportation: Other	0.72	0.53	73
CY Workers, Transportation: Worked at Home	3.24	2.87	89
CY Workers, Travel Time: < 15 Minutes	29.01	19.85	68
CY Workers, Travel Time: 15 - 29 Minutes	36.10	37.46	104
CY Workers, Travel Time: 30 - 44 Minutes	19.29	23.91	124
CY Workers, Travel Time: 45 - 59 Minutes	7.54	10.01	133
CY Workers, Travel Time: 60+ Minutes	8.06	8.77	109

Kids & Cul-de-Sacs

Family Composition Household Type

Description	U.S.	Segment	Index
CY HHs, 1-Person, Male Hhldr	11.33	6.91	61
CY HHs, 1-Person, Female Hhldr	14.80	7.68	52
CY HHs, 2+People, Married Couple, Own Kids	23.71	39.37	166
CY HHs, 2+People, Married Couple, No Own Kids	28.03	25.84	92
CY HHs, Other Fam HH, Male Hhldr, Own Kids	2.05	2.29	112
CY HHs, Other Fam HH, Male Hhldr, No Own Kids	2.04	1.62	80
CY HHs, Other Fam HH, Female Hhldr, Own Kids	7.01	6.94	99
CY HHs, Other Fam HH, Female Hhldr, No Own Kids	4.91	3.52	72
CY Non Family HH, 2+ Persons, Male Hhldr	3.58	3.49	97
CY Non Family HH, 2+ Persons, Female Hhldr	2.53	2.34	92

Family Composition People in Household

Description	U.S.	Segment	Index
CY HHs, 1-Person HH	26.13	14.59	56
CY HHs, 2-Person HH	32.42	28.23	87
CY HHs, 3-Person HH	16.71	20.82	125
CY HHs, 4-Person HH	14.01	21.05	150
CY HHs, 5-Person HH	6.50	9.69	149
CY HHs, 6-Person HH	2.53	3.58	141
CY HHs, 7+ Person HH	1.70	2.04	120

Housing Home Ownership

Description	U.S.	Segment	Index
CY Housing Units, Owner Occ	60.72	79.26	131
CY Housing Units, Renter Occ	30.29 1	6.71	55

Housing Home Value

Description	U.S.	Segment	Index
CY All Own Occ HUs with Value < \$20,000	2.09	0.54	26
CY All Own Occ HUs with Value \$20,000 - \$39,999	3.03	0.57	19
CY All Own Occ HUs with Value \$40,000 - \$59,999	3.99	0.60	15
CY All Own Occ HUs with Value \$60,000 - \$79,999	4.93	1.59	32
CY All Own Occ HUs with Value \$80,000 - \$99,999	5.86	4.07	70
CY All Own Occ HUs with Value \$100,000 - \$149,999	13.65	20.30	149
CY All Own Occ HUs with Value \$150,000 - \$199,999	9.56	21.22	222
CY All Own Occ HUs with Value \$200,000 - \$299,999	10.88	22.64	208
CY All Own Occ HUs with Value \$300,000 - \$399,999	5.12	6.74	132
CY All Own Occ HUs with Value \$400,000 - \$499,999	2.75	2.49	91
CY All Own Occ HUs with Value \$500,000 - \$749,999	2.81	1.43	51
CY All Own Occ HUs with Value \$750,000 - \$999,999	0.98	0.22	22
CY All Own Occ HUs with Value \$1,000,000+	1.08	0.16	15

Kids & Cul-de-Sacs

Housing Units in Structure

Description	U.S.	Segment	Index
CY HUs, 1 Unit Detached	60.61	79.07	130
CY HUs, 1 Unit Attached	5.54	7.35	133
CY HUs, 2 Units	4.13	1.04	25
CY HUs, 3 to 19 Units	13.23	7.50	57
CY HUs, 20 - 49 Units	3.30	1.25	38
CY HUs, 50+ Units	5.22	1.62	31
CY HUs, Mobile Home	7.73	2.13	28
CY HUs, Other	0.24	0.05	19

Housing Year Structure Built

Description	U.S.	Segment	Index
CY HUs, Built 1999 to March CY	10.15	24.67	243
CY HUs, Built 1995 to 1998	6.75	16.66	247
CY HUs, Built 1990 to 1994	6.74	15.46	230
CY HUs, Built 1980 to 1989	14.76	23.40	158
CY HUs, Built 1970 to 1979	17.10	11.65	68
CY HUs, Built 1960 to 1969	12.71	4.03	32
CY HUs, Built 1950 to 1959	11.56	2.22	19
CY HUs, Built 1940 to 1949	6.61	0.87	13
CY HUs, Built 1939 or Earlier	13.61	1.04	8

Housing Years in Home

Description	U.S.	Segment	Index
CY Occ HUs, Hhldr Moved in 1999 to March 2005	44.46	52.01	117
CY Occ HUs, Hhldr Moved in 1995 to 1998	18.16	22.36	123
CY Occ HUs, Hhldr Moved in 1990 to 1994	10.63	12.41	117
CY Occ HUs, Hhldr Moved in 1980 to 1989	11.88	9.25	78
CY Occ HUs, Hhldr Moved in 1970 to 1979	7.51	2.75	37
CY Occ HUs, Hhldr Moved in 1969 or earlier	7.36	1.21	16

Kids & Cul-de-Sacs

Top 15 Lifestyle Behaviors

Index

Shop at Disney Store	272
Buy from Chuck E Cheese	264
Go to Zoo	248
Buy Children's Bicycles	245
Buy Tennis Equipment	236
Buy Children's Book	231
Buy Home Study Course by Internet	231
Shop at Lerner	226
Own Roller Blades/In-Line Skates	224
Play Softball	223
Go to Baseball Games,1+ Times	219
Shop at Thomasville	218
Buy Alternative Music	215
Go Roller Skating	215
Own Racquetball Equipment	212

Lifestyle Behaviors 16-30

Index

Rent Videos,6+ Tapes	207
Buy from Chi-Chi's	205
Domestic Vacation,Go Skiing	204
Go to Professional Basketball Games,1+ Times	204
Own Mountain Bicycle	203
Own Tennis Equipment	203
Visit Any Theme Park	203
Buy from White Castle	200
Buy Tent	199
Go In-Line Skating	198
Own Stair Stepper	198
Play Soccer	198
Shop at Old Navy	197
Buy Any Children's Toys	196
Buy from Bennigan's	196

Lifestyle Behaviors 31-45

Index

Buy from Del Taco	196
Order from Walmart.com	195
Buy Soft Rock Music	193
Buy from Boston Market	191
Shop at Kohl's	189
Play Basketball	188
Buy from Blimpie Subs & Salads	187
Order from amazon.com	187
Own Tent	186
Buy Swing Sets	183
Shop at Office Max	183
Shop at The Limited	183
Buy from Cheesecake Factory	182
Go Jogging	182
Play Chess	182

Home Sweet Home

Home Sweet Home

Widely scattered across the nation's suburbs, the residents of Home Sweet Home tend to be upper-middle-class married couples living in mid-sized homes with few children. The adults in the segment, mostly between the ages of 25 and 54, have gone to college and hold professional and white-collar jobs. With their upscale incomes and small families, these folks have fashioned comfortable lifestyles, filling their homes with toys, TV sets and pets.

Social Group:	The Affluentials
Lifestage Group:	Midlife Success

2005 Statistics:

US Households:	1,980,255 (1.78%)
Median HH Income:	\$64,664

Lifestyle Traits

- Go to movies 4+ times/mo
- Eat at fast food burger
- Read Entertainment Weekly
- Watch ESPN Classic
- Drive a Chevy Blazer

Demographics Traits:

Ethnic Diversity:	White, Asian
Family Types:	Mix
Age Ranges:	25-44
Education Levels:	H.S./College
Employment Levels:	Prof, White-Collar
Housing Types:	Homeowners
Urbanicity:	Suburban
Income:	Upper Middle
Income Producing Assets:	not available

Home Sweet Home

Age

Description	U.S.	Segment	Index
CY HHs Hhldr Age 15 - 24	5.18	4.27	82
CY HHs Hhldr Age 25 - 34	16.28	18.24	112
CY HHs Hhldr Age 35 - 44	20.78	23.00	111
CY HHs Hhldr Age 45 - 54	21.20	22.30	105
CY HHs Hhldr Age 55 - 59	8.69	8.93	103
CY HHs Hhldr Age 60 - 64	6.94	6.74	97
CY HHs Hhldr Age 65 - 69	5.70	4.92	86
CY HHs Hhldr Age 70 - 74	4.93	3.99	81
CY HHs Hhldr Age 75 - 79	4.37	3.36	77
CY HHs Hhldr Age 80 - 84	3.35	2.56	76
CY HHs Hhldr Age 85+	2.57	1.68	65

Income

Description	U.S.	Segment	Index
CY HHs with Inc < \$15,000	13.68	5.55	41
CY HHs with Inc \$15,000 - \$24,999	11.25	6.36	57
CY HHs with Inc \$25,000 - \$34,999	11.49	8.39	73
CY HHs with Inc \$35,000 - \$49,999	15.87	15.04	95
CY HHs with Inc \$50,000 - \$74,999	19.30	24.87	129
CY HH Inc \$75,000 - \$99,999	11.50	17.61	153
CY HHs with Inc \$100,000 - \$149,999	10.64	15.98	150
CY HHs with Inc \$150,000 - \$249,999	4.38	4.96	113
CY HH Inc \$250,000 - \$499,999	1.30	0.92	71
CY HH Inc \$500,000+	0.60	0.31	52

Race & Ethnicity

Description	U.S.	Segment	Index
CY HHs, White	78.10	84.40	108
CY HHs, Black or African American	11.60	6.78	58
CY HHs, American Indian/Alaska Native	0.75	0.35	47
CY HHs, Asian	3.38	4.71	139
CY HHs, Native HI/Pac Islander	0.11	0.09	77
CY HHs, Some Other Race	4.10	1.96	48
CY HHs, 2+ Races	1.96	1.71	87
CY HHs, Hisp/Lat	9.97	5.71	57

Home Sweet Home

Education

Description	U.S.	Segment	Index
CY Pop 25+, Less than 9th Grade	7.74	3.08	40
CY Pop 25+, Some High School, No Diploma	12.13	7.13	59
CY Pop 25+, High School Grad (inc Equivalency)	28.43	25.73	91
CY Pop 25+, Some College, No Degree	21.14	24.23	115
CY Pop 25+, Associate Degree	6.34	7.82	123
CY Pop 25+, Bachelor Degree	15.50	21.70	140
CY Pop 25+, Master's Degree	5.83	7.43	127
CY Pop 25+, Professional School Degree	1.93	1.87	97
CY Pop 25+, Doctorate Degree	0.95	1.00	105

Sex by Marital Status for the Pop 15+

Description	U.S.	Segment	Index
CY Pop 15+: Never Married	26.74	26.29	98
CY Pop 15+: Married, Spouse present	51.83	54.39	105
CY Pop 15+: Married, Spouse Absent	5.37	4.02	75
CY Pop 15+: Widowed	6.42	5.15	80
CY Pop 15+: Divorced	9.64	10.15	105
CY Pop 15+ Male: Never Married	14.54	14.16	97
CY Pop 15+ Male: Married, Spouse Present	26.04	27.26	105
CY Pop 15+ Male: Married, Spouse Absent	2.76	2.09	76
CY Pop 15+ Male: Widowed	1.20	0.97	81
CY Pop 15+ Female: Married, Spouse Present	25.78	27.13	105
CY Pop 15+ Male: Divorced	4.17	4.11	99
CY Pop 15+ Female: Married, Spouse Absent	2.61	1.92	74
CY Pop 15+ Female: Never Married	12.20	12.13	99
CY Pop 15+ Female: Widowed	5.22	4.19	80
CY Pop 15+ Female: Divorced	5.48	6.04	110

Home Sweet Home

Work Occupation

Description	U.S.	Segment	Index
CY Emp Civ Pop 16+, Occ: Mgmt Except Farmer	8.70	10.30	118
CY Emp Civ Pop 16+, Occ: Farmer/Farm Mgmt	0.59	0.06	10
CY Emp Civ Pop 16+, Occ: Business Ops Specialist	2.12	2.94	139
CY Emp Civ Pop 16+, Occ: Financial Specialist	2.21	3.05	138
CY Emp Civ Pop 16+, Occ: Computer/Mathematical	2.48	4.42	178
CY Emp Civ Pop 16+, Occ: Architect/Engineer	2.09	2.92	140
CY Emp Civ Pop 16+, Occ: Life/Phys/Soc Science	0.92	1.04	112
CY Emp Civ Pop 16+, Occ: Community/Soc Svcs	1.49	1.42	95
CY Emp Civ Pop 16+, Occ: Legal	1.08	1.03	95
CY Emp Civ Pop 16+, Occ: Edu/Training/Library	5.66	5.68	100
CY Emp Civ Pop 16+, Occ: Arts/Entertain/Sports	1.90	2.10	110
CY Emp Civ Pop 16+, Occ: Health Practitioner/Tec	4.63	4.94	107
CY Emp Civ Pop 16+, Occ: Healthcare Support	1.97	1.37	69
CY Emp Civ Pop 16+, Occ: Protective Svcs	1.97	1.90	96
CY Emp Civ Pop 16+, Occ: Food Prep/Serving	4.75	3.94	83
CY Emp Civ Pop 16+, Occ: Building Grounds Maint	3.24	2.07	64
CY Emp Civ Pop 16+, Occ: Personal Care/Svc	2.79	2.66	95
CY Emp Civ Pop 16+, Occ: Sales/Related	11.30	12.36	109
CY Emp Civ Pop 16+, Occ: Office/Admin Support	15.42	17.19	111
CY Emp Civ Pop 16+, Occ: Farm/Fish/Forestry	0.74	0.12	17
CY Emp Civ Pop 16+, Occ: Construction/Extraction	5.51	4.36	79
CY Emp Civ Pop 16+, Occ: Maintenance Repair	3.95	3.58	91
CY Emp Civ Pop 16+, Occ: Production	8.39	6.03	72
CY Emp Civ Pop 16+, Occ: Transportation/Moving	6.09	4.53	74

Work Commuting Patterns

Description	U.S.	Segment	Index
CY Workers, Transportation: Drove Alone	78.60	85.12	108
CY Workers, Transportation: Carpooled	12.56	9.55	76
CY Workers, Transportation: Public Transport	4.69	3.06	65
CY Workers, Transportation: Motorcycle	0.12	0.10	86
CY Workers, Transportation: Bicycle	0.38	0.20	52
CY Workers, Transportation: Walked	2.93	1.51	51
CY Workers, Transportation: Other	0.72	0.46	64
CY Workers, Transportation: Worked at Home	3.24	2.74	84
CY Workers, Travel Time: < 15 Minutes	29.01	26.21	90
CY Workers, Travel Time: 15 - 29 Minutes	36.10	39.12	108
CY Workers, Travel Time: 30 - 44 Minutes	19.29	20.47	106
CY Workers, Travel Time: 45 - 59 Minutes	7.54	7.27	96
CY Workers, Travel Time: 60+ Minutes	8.06	6.93	86

Home Sweet Home

Family Composition Household Type

Description	U.S.	Segment	Index
CY HHs, 1-Person, Male Hhldr	11.33	11.55	102
CY HHs, 1-Person, Female Hhldr	14.80	14.92	101
CY HHs, 2+People, Married Couple, Own Kids	23.71	23.86	101
CY HHs, 2+People, Married Couple, No Own Kids	28.03	29.02	104
CY HHs, Other Fam HH, Male Hhldr, Own Kids	2.05	1.69	82
CY HHs, Other Fam HH, Male Hhldr, No Own Kids	2.04	1.88	92
CY HHs, Other Fam HH, Female Hhldr, Own Kids	7.01	5.43	78
CY HHs, Other Fam HH, Female Hhldr, No Own Kids	4.91	4.34	88
CY Non Family HH, 2+ Persons, Male Hhldr	3.58	4.21	117
CY Non Family HH, 2+ Persons, Female Hhldr	2.53	3.08	122

Family Composition People in Household

Description	U.S.	Segment	Index
CY HHs, 1-Person HH	26.13	26.48	101
CY HHs, 2-Person HH	32.42	34.47	106
CY HHs, 3-Person HH	16.71	17.18	103
CY HHs, 4-Person HH	14.01	13.65	97
CY HHs, 5-Person HH	6.50	5.52	85
CY HHs, 6-Person HH	2.53	1.82	72
CY HHs, 7+ Person HH	1.70	0.88	52

Housing Home Ownership

Description	U.S.	Segment	Index
CY Housing Units, Owner Occ	60.72	67.58	111
CY Housing Units, Renter Occ	30.29	28.29	93

Housing Home Value

Description	U.S.	Segment	Index
CY All Own Occ HUs with Value < \$20,000	2.09	0.43	21
CY All Own Occ HUs with Value \$20,000 - \$39,999	3.03	0.52	17
CY All Own Occ HUs with Value \$40,000 - \$59,999	3.99	0.57	14
CY All Own Occ HUs with Value \$60,000 - \$79,999	4.93	1.28	26
CY All Own Occ HUs with Value \$80,000 - \$99,999	5.86	3.01	51
CY All Own Occ HUs with Value \$100,000 - \$149,999	13.65	15.93	117
CY All Own Occ HUs with Value \$150,000 - \$199,999	9.56	17.83	186
CY All Own Occ HUs with Value \$200,000 - \$299,999	10.88	19.79	182
CY All Own Occ HUs with Value \$300,000 - \$399,999	5.12	6.45	126
CY All Own Occ HUs with Value \$400,000 - \$499,999	2.75	2.62	95
CY All Own Occ HUs with Value \$500,000 - \$749,999	2.81	1.63	58
CY All Own Occ HUs with Value \$750,000 - \$999,999	0.98	0.25	26
CY All Own Occ HUs with Value \$1,000,000+	1.08	0.18	17

Home Sweet Home

Housing Units in Structure

Description	U.S.	Segment	Index
CY HUs, 1 Unit Detached	60.61	60.21	99
CY HUs, 1 Unit Attached	5.54	10.38	188
CY HUs, 2 Units	4.13	2.87	70
CY HUs, 3 to 19 Units	13.23	17.03	129
CY HUs, 20 - 49 Units	3.30	3.45	105
CY HUs, 50+ Units	5.22	4.20	80
CY HUs, Mobile Home	7.73	1.78	23
CY HUs, Other	0.24	0.07	31

Housing Year Structure Built

Description	U.S.	Segment	Index
CY HUs, Built 1999 to March CY	10.15	11.78	116
CY HUs, Built 1995 to 1998	6.75	8.93	132
CY HUs, Built 1990 to 1994	6.74	8.63	128
CY HUs, Built 1980 to 1989	14.76	18.04	122
CY HUs, Built 1970 to 1979	17.10	17.61	103
CY HUs, Built 1960 to 1969	12.71	12.61	99
CY HUs, Built 1950 to 1959	11.56	11.12	96
CY HUs, Built 1940 to 1949	6.61	4.63	70
CY HUs, Built 1939 or Earlier	13.61	6.66	49

Housing Years in Home

Description	U.S.	Segment	Index
CY Occ HUs, Hhldr Moved in 1999 to March 2005	44.46	45.89	103
CY Occ HUs, Hhldr Moved in 1995 to 1998	18.16	19.19	106
CY Occ HUs, Hhldr Moved in 1990 to 1994	10.63	10.74	101
CY Occ HUs, Hhldr Moved in 1980 to 1989	11.88	11.38	96
CY Occ HUs, Hhldr Moved in 1970 to 1979	7.51	6.67	89
CY Occ HUs, Hhldr Moved in 1969 or earlier	7.36	6.14	83

Home Sweet Home

Top 15 Lifestyle Behaviors

Index

Order from Spiegel	265
Buy 1960s Nostalgia Music	252
Go Mountain Bicycling	246
Buy Tent	232
Buy from Quiznos	231
Buy from Cheesecake Factory	226
Buy from Fuddrucker's	225
Buy from Chevy's	219
Go In-Line Skating	216
Order from J. Crew	215
Go to Ice Hockey Games,1+ Times	214
Play Softball	211
Shop at Saks Fifth Ave	208
Buy Videos by Internet	199
Buy Collectables by Internet	198

Lifestyle Behaviors 16-30

Index

Go to Bar/Nightclub	194
Go to College Basketball Games,1+ Times	193
Order from Walmart.com	193
Domestic Vacation,Play Golf	191
Buy Jazz Music	186
Go Bowling	186
Go Canoeing/Kayaking	186
Go Dancing	186
Go Downhill Skiing	186
Go Cross Country Skiing	185
Shop at Circuit City	185
Order from ebay.com	184
Go Scuba/Skin Diving/Snorkeling	183
Business Travel by Airplane,3+	182
Own Mountain Bicycle	182

Lifestyle Behaviors 31-45

Index

Do Weight Lifting	181
Foreign Travel for 15+ Nights	180
Go Water Skiing	180
Shop at Office Max	179
Buy from Blimpie Subs & Salads	177
Go Whitewater Rafting	177
Shop at Comp USA	177
Play Trivia Games	176
Foreign Travel by Rented Car	175
Buy from Bertucci's	174
Buy from Bob's Big Boy	174
Shop at TJ Maxx	174
Do Woodworking	173
Go Jogging	173
Buy from Chick-Fil-A	172

Young Influentials

Young Influentials

Once known as the home of the nation's yuppies, Young Influentials reflects the fading glow of acquisitive yuppiedom. Today, the segment is a common address for young, middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits. Having recently left college dorms, they now live in apartment complexes surrounded by ball fields, health clubs and casual-dining restaurants.

Social Group:	Middleburbs
Lifestage Group:	Young Achievers

2005 Statistics

US Households:	1,632,610 (1.47%)
Median HH Income:	\$46,866

Lifestyle Traits

- Buy high-end computers
- Eat at Hooters
- Read Rolling Stone
- Watch That 70s Show
- Drive a Mazda Protege

Demographics Traits

Ethnic Diversity:	High Asian
Family Types:	Singles
Age Ranges:	<35
Education Levels:	H.S./College
Employment Levels:	Prof, White-Collar
Housing Types:	Renters
Urbanicity:	Suburban
Income:	Midscale
Income Producing Assets:	not available

Young Influentials

Age

Description	U.S.	Segment	Index
CY HHs Hhldr Age 15 - 24	5.18	9.49	183
CY HHs Hhldr Age 25 - 34	16.28	28.20	173
CY HHs Hhldr Age 35 - 44	20.78	21.74	105
CY HHs Hhldr Age 45 - 54	21.20	17.12	81
CY HHs Hhldr Age 55 - 59	8.69	6.47	74
CY HHs Hhldr Age 60 - 64	6.94	4.75	68
CY HHs Hhldr Age 65 - 69	5.70	3.35	59
CY HHs Hhldr Age 70 - 74	4.93	2.75	56
CY HHs Hhldr Age 75 - 79	4.37	2.45	56
CY HHs Hhldr Age 80 - 84	3.35	2.05	61
CY HHs Hhldr Age 85+	2.57	1.63	64

Income

Description	U.S.	Segment	Index
CY HHs with Inc < \$15,000	13.68	9.80	72
CY HHs with Inc \$15,000 - \$24,999	11.25	10.32	92
CY HHs with Inc \$25,000 - \$34,999	11.49	13.40	117
CY HHs with Inc \$35,000 - \$49,999	15.87	20.58	130
CY HHs with Inc \$50,000 - \$74,999	19.30	22.67	117
CY HH Inc \$75,000 - \$99,999	11.50	11.19	97
CY HHs with Inc \$100,000 - \$149,999	10.64	8.37	79
CY HHs with Inc \$150,000 - \$249,999	4.38	2.71	62
CY HH Inc \$250,000 - \$499,999	1.30	0.69	53
CY HH Inc \$500,000+	0.60	0.26	44

Race & Ethnicity

Description	U.S.	Segment	Index
CY HHs, White	78.10	73.84	95
CY HHs, Black or African American	11.60	13.21	114
CY HHs, American Indian/Alaska Native	0.75	0.49	66
CY HHs, Asian	3.38	6.44	191
CY HHs, Native HI/Pac Islander	0.11	0.13	118
CY HHs, Some Other Race	4.10	3.35	82
CY HHs, 2+ Races	1.96	2.52	129
CY HHs, Hisp/Lat	9.97	8.81	88

Young Influentials

Education

Description	U.S.	Segment	Index
CY Pop 25+, Less than 9th Grade	7.74	3.46	45
CY Pop 25+, Some High School, No Diploma	12.13	7.59	63
CY Pop 25+, High School Grad (inc Equivalency)	28.43	22.62	80
CY Pop 25+, Some College, No Degree	21.14	24.01	114
CY Pop 25+, Associate Degree	6.34	7.46	118
CY Pop 25+, Bachelor Degree	15.50	23.28	150
CY Pop 25+, Master's Degree	5.83	7.69	132
CY Pop 25+, Professional School Degree	1.93	2.49	129
CY Pop 25+, Doctorate Degree	0.95	1.40	147

Sex by Marital Status for the Pop 15+

Description	U.S.	Segment	Index
CY Pop 15+: Never Married	26.74	35.68	133
CY Pop 15+: Married, Spouse present	51.83	41.18	79
CY Pop 15+: Married, Spouse Absent	5.37	5.35	100
CY Pop 15+: Widowed	6.42	4.92	77
CY Pop 15+: Divorced	9.64	12.86	133
CY Pop 15+ Male: Never Married	14.54	19.13	132
CY Pop 15+ Male: Married, Spouse Present	26.04	20.84	80
CY Pop 15+ Male: Married, Spouse Absent	2.76	2.66	96
CY Pop 15+ Male: Widowed	1.20	0.85	71
CY Pop 15+ Female: Married, Spouse Present	25.78	20.34	79
CY Pop 15+ Male: Divorced	4.17	5.38	129
CY Pop 15+ Female: Married, Spouse Absent	2.61	2.69	103
CY Pop 15+ Female: Never Married	12.20	16.56	136
CY Pop 15+ Female: Widowed	5.22	4.07	78
CY Pop 15+ Female: Divorced	5.48	7.48	137

Young Influentials

Work Occupation

Description	U.S.	Segment	Index
CY Emp Civ Pop 16+, Occ: Mgmt Except Farmer	8.70	9.30	107
CY Emp Civ Pop 16+, Occ: Farmer/Farm Mgmt	0.59	0.05	9
CY Emp Civ Pop 16+, Occ: Business Ops Specialist	2.12	2.95	140
CY Emp Civ Pop 16+, Occ: Financial Specialist	2.21	2.96	134
CY Emp Civ Pop 16+, Occ: Computer/Mathematical	2.48	5.03	203
CY Emp Civ Pop 16+, Occ: Architect/Engineer	2.09	2.97	143
CY Emp Civ Pop 16+, Occ: Life/Phys/Soc Science	0.92	1.27	137
CY Emp Civ Pop 16+, Occ: Community/Soc Svcs	1.49	1.56	104
CY Emp Civ Pop 16+, Occ: Legal	1.08	1.15	106
CY Emp Civ Pop 16+, Occ: Edu/Training/Library	5.66	5.36	95
CY Emp Civ Pop 16+, Occ: Arts/Entertain/Sports	1.90	2.46	129
CY Emp Civ Pop 16+, Occ: Health Practitioner/Tec	4.63	4.92	106
CY Emp Civ Pop 16+, Occ: Healthcare Support	1.97	1.57	80
CY Emp Civ Pop 16+, Occ: Protective Svcs	1.97	1.67	85
CY Emp Civ Pop 16+, Occ: Food Prep/Serving	4.75	4.91	103
CY Emp Civ Pop 16+, Occ: Building Grounds Maint	3.24	2.28	70
CY Emp Civ Pop 16+, Occ: Personal Care/Svc	2.79	2.61	94
CY Emp Civ Pop 16+, Occ: Sales/Related	11.30	12.41	110
CY Emp Civ Pop 16+, Occ: Office/Admin Support	15.42	17.10	111
CY Emp Civ Pop 16+, Occ: Farm/Fish/Forestry	0.74	0.12	17
CY Emp Civ Pop 16+, Occ: Construction/Extraction	5.51	4.03	73
CY Emp Civ Pop 16+, Occ: Maintenance Repair	3.95	3.18	80
CY Emp Civ Pop 16+, Occ: Production	8.39	5.55	66
CY Emp Civ Pop 16+, Occ: Transportation/Moving	6.09	4.57	75

Work Commuting Patterns

Description	U.S.	Segment	Index
CY Workers, Transportation: Drove Alone	78.60	82.18	105
CY Workers, Transportation: Carpooled	12.56	11.36	90
CY Workers, Transportation: Public Transport	4.69	3.34	71
CY Workers, Transportation: Motorcycle	0.12	0.13	111
CY Workers, Transportation: Bicycle	0.38	0.35	91
CY Workers, Transportation: Walked	2.93	2.15	73
CY Workers, Transportation: Other	0.72	0.49	67
CY Workers, Transportation: Worked at Home	3.24	2.19	68
CY Workers, Travel Time: < 15 Minutes	29.01	28.05	97
CY Workers, Travel Time: 15 - 29 Minutes	36.10	40.52	112
CY Workers, Travel Time: 30 - 44 Minutes	19.29	19.19	99
CY Workers, Travel Time: 45 - 59 Minutes	7.54	6.34	84
CY Workers, Travel Time: 60+ Minutes	8.06	5.90	73

Young Influentials

Family Composition Household Type

Description	U.S.	Segment	Index
CY HHs, 1-Person, Male Hhldr	11.33	18.45	163
CY HHs, 1-Person, Female Hhldr	14.80	20.06	136
CY HHs, 2+People, Married Couple, Own Kids	23.71	15.01	63
CY HHs, 2+People, Married Couple, No Own Kids	28.03	19.85	71
CY HHs, Other Fam HH, Male Hhldr, Own Kids	2.05	1.91	93
CY HHs, Other Fam HH, Male Hhldr, No Own Kids	2.04	2.03	99
CY HHs, Other Fam HH, Female Hhldr, Own Kids	7.01	6.78	97
CY HHs, Other Fam HH, Female Hhldr, No Own Kids	4.91	3.89	79
CY Non Family HH, 2+ Persons, Male Hhldr	3.58	6.88	192
CY Non Family HH, 2+ Persons, Female Hhldr	2.53	5.17	204

Family Composition People in Household

Description	U.S.	Segment	Index
CY HHs, 1-Person HH	26.13	38.50	147
CY HHs, 2-Person HH	32.42	33.13	102
CY HHs, 3-Person HH	16.71	14.09	84
CY HHs, 4-Person HH	14.01	8.96	64
CY HHs, 5-Person HH	6.50	3.48	54
CY HHs, 6-Person HH	2.53	1.20	47
CY HHs, 7+ Person HH	1.70	0.64	38

Housing Home Ownership

Description	U.S.	Segment	Index
CY Housing Units, Owner Occ	60.72	31.03	51
CY Housing Units, Renter Occ	30.29	62.28	206

Housing Home Value

Description	U.S.	Segment	Index
CY All Own Occ HUs with Value < \$20,000	2.09	0.38	18
CY All Own Occ HUs with Value \$20,000 - \$39,999	3.03	0.41	14
CY All Own Occ HUs with Value \$40,000 - \$59,999	3.99	0.63	16
CY All Own Occ HUs with Value \$60,000 - \$79,999	4.93	1.35	27
CY All Own Occ HUs with Value \$80,000 - \$99,999	5.86	2.50	43
CY All Own Occ HUs with Value \$100,000 - \$149,999	13.65	8.96	66
CY All Own Occ HUs with Value \$150,000 - \$199,999	9.56	7.52	79
CY All Own Occ HUs with Value \$200,000 - \$299,999	10.88	6.92	64
CY All Own Occ HUs with Value \$300,000 - \$399,999	5.12	2.31	45
CY All Own Occ HUs with Value \$400,000 - \$499,999	2.75	0.99	36
CY All Own Occ HUs with Value \$500,000 - \$749,999	2.81	0.83	30
CY All Own Occ HUs with Value \$750,000 - \$999,999	0.98	0.23	24
CY All Own Occ HUs with Value \$1,000,000+	1.08	0.21	20

Young Influentials

Housing Units in Structure

Description	U.S.	Segment	Index
CY HUs, 1 Unit Detached	60.61	26.23	43
CY HUs, 1 Unit Attached	5.54	6.75	122
CY HUs, 2 Units	4.13	2.87	70
CY HUs, 3 to 19 Units	13.23	40.96	310
CY HUs, 20 - 49 Units	3.30	9.14	277
CY HUs, 50+ Units	5.22	12.69	243
CY HUs, Mobile Home	7.73	1.30	17
CY HUs, Other	0.24	0.05	22

Housing Year Structure Built

Description	U.S.	Segment	Index
CY HUs, Built 1999 to March CY	10.15	11.06	109
CY HUs, Built 1995 to 1998	6.75	9.30	138
CY HUs, Built 1990 to 1994	6.74	9.26	137
CY HUs, Built 1980 to 1989	14.76	23.17	157
CY HUs, Built 1970 to 1979	17.10	21.07	123
CY HUs, Built 1960 to 1969	12.71	12.17	96
CY HUs, Built 1950 to 1959	11.56	6.87	59
CY HUs, Built 1940 to 1949	6.61	2.84	43
CY HUs, Built 1939 or Earlier	13.61	4.26	31

Housing Years in Home

Description	U.S.	Segment	Index
CY Occ HUs, Hhldr Moved in 1999 to March 2005	44.46	60.81	137
CY Occ HUs, Hhldr Moved in 1995 to 1998	18.16	19.09	105
CY Occ HUs, Hhldr Moved in 1990 to 1994	10.63	7.16	67
CY Occ HUs, Hhldr Moved in 1980 to 1989	11.88	6.75	57
CY Occ HUs, Hhldr Moved in 1970 to 1979	7.51	3.37	45
CY Occ HUs, Hhldr Moved in 1969 or earlier	7.36	2.82	38

Young Influentials

Top 15 Lifestyle Behaviors

Index

Play Racquetball	240
Buy from Whataburger	208
Buy Rap Music	203
Order from Columbia House Music Club	194
Shop at Banana Republic	185
Buy Alternative Music	181
Go In-Line Skating	179
Buy from Hooters	178
Buy Tennis Equipment	176
Buy Videos by Internet	176
Buy from Bennigan's	176
Buy from Bertucci's	172
Buy from Bob's Big Boy	172
Buy Tent	171
Order from buy.com	167

Lifestyle Behaviors 16-30

Index

Buy from Checkers	162
Play Billiards/Pool	162
Buy from Papa John's	161
Buy from Chick-Fil-A	160
Go Dancing	160
Buy Collectables by Internet	159
Shop at Express	158
Go to Bar/Nightclub	155
Go to Ice Hockey Games, 1+ Times	154
Play Trivia Games	153
Buy from A&W	152
Buy Hard Rock Music	151
Go Snowboarding	151
Order from BMG Music	151
Buy from Blimpie Subs & Salads	146

Lifestyle Behaviors 31-45

Index

Go to Movie, 4+ Times/mo	146
Go Bowling	145
Play Soccer	144
Shop at Comp USA	143
Buy from Boston Market	139
Order from J. Crew	139
Go Mountain Bicycling	137
Own Roller Blades/In-Line Skates	135
Play Basketball	135
Buy from T.G.I. Friday's	133
Play Tennis	132
Buy from Jack-in-the-Box	131
Go Horseback Riding	130
Go Ice Skating	129
Go Jogging	129

Suburban Sprawl

Suburban Sprawl

Suburban Sprawl is an unusual American lifestyle: a collection of midscale, middle-aged singles and couples living in the heart of suburbia. Typically members of the Baby Boom generation, they hold decent jobs, own older homes and condos, and pursue cocooning versions of the American Dream. Among their favorite activities are jogging on treadmills, playing trivia games and renting videos.

Social Group:	Middleburbs
Lifestage Group:	Midlife Success

2005 Statistics

US Households:	1,467,153 (1.32%)
Median HH Income:	\$48,742

Lifestyle Traits

- Order home-delivery meals
- Resrch Interent car purchase
- Read Jet
- Watch TVLand
- Drive a Nissan Xterra

Demographics Traits

Ethnic Diversity:	White
Family Types:	Singles/Couples
Age Ranges:	25-44
Education Levels:	H.S./College
Employment Levels:	WC, Service, BC
Housing Types:	Homeowners
Urbanicity:	Suburban
Income:	Midscale
Income Producing Assets:	not available

Suburban Sprawl

Age

Description	U.S.	Segment	Index
CY HHs Hhldr Age 15 - 24	5.18	5.42	105
CY HHs Hhldr Age 25 - 34	16.28	18.84	116
CY HHs Hhldr Age 35 - 44	20.78	22.22	107
CY HHs Hhldr Age 45 - 54	21.20	20.80	98
CY HHs Hhldr Age 55 - 59	8.69	8.17	94
CY HHs Hhldr Age 60 - 64	6.94	6.30	91
CY HHs Hhldr Age 65 - 69	5.70	4.92	86
CY HHs Hhldr Age 70 - 74	4.93	4.30	87
CY HHs Hhldr Age 75 - 79	4.37	3.90	89
CY HHs Hhldr Age 80 - 84	3.35	3.03	90
CY HHs Hhldr Age 85+	2.57	2.11	82

Income

Description	U.S.	Segment	Index
CY HHs with Inc < \$15,000	13.68	8.98	66
CY HHs with Inc \$15,000 - \$24,999	11.25	10.30	92
CY HHs with Inc \$25,000 - \$34,999	11.49	12.49	109
CY HHs with Inc \$35,000 - \$49,999	15.87	19.88	125
CY HHs with Inc \$50,000 - \$74,999	19.30	23.69	123
CY HH Inc \$75,000 - \$99,999	11.50	12.36	107
CY HHs with Inc \$100,000 - \$149,999	10.64	9.18	86
CY HHs with Inc \$150,000 - \$249,999	4.38	2.39	55
CY HH Inc \$250,000 - \$499,999	1.30	0.56	43
CY HH Inc \$500,000+	0.60	0.16	28

Race & Ethnicity

Description	U.S.	Segment	Index
CY HHs, White	78.10	84.86	109
CY HHs, Black or African American	11.60	8.13	70
CY HHs, American Indian/Alaska Native	0.75	0.47	62
CY HHs, Asian	3.38	2.65	78
CY HHs, Native HI/Pac Islander	0.11	0.08	68
CY HHs, Some Other Race	4.10	2.10	51
CY HHs, 2+ Races	1.96	1.72	88
CY HHs, Hisp/Lat	9.97	5.93	59

Suburban Sprawl

Education

Description	U.S.	Segment	Index
CY Pop 25+, Less than 9th Grade	7.74	4.15	54
CY Pop 25+, Some High School, No Diploma	12.13	10.14	84
CY Pop 25+, High School Grad (inc Equivalency)	28.43	30.02	106
CY Pop 25+, Some College, No Degree	21.14	23.89	113
CY Pop 25+, Associate Degree	6.34	7.37	116
CY Pop 25+, Bachelor Degree	15.50	16.68	108
CY Pop 25+, Master's Degree	5.83	5.39	92
CY Pop 25+, Professional School Degree	1.93	1.56	81
CY Pop 25+, Doctorate Degree	0.95	0.80	84

Sex by Marital Status for the Pop 15+

Description	U.S.	Segment	Index
CY Pop 15+: Never Married	26.74	27.54	103
CY Pop 15+: Married, Spouse present	51.83	49.64	96
CY Pop 15+: Married, Spouse Absent	5.37	4.06	76
CY Pop 15+: Widowed	6.42	6.36	99
CY Pop 15+: Divorced	9.64	12.39	128
CY Pop 15+ Male: Never Married	14.54	14.90	102
CY Pop 15+ Male: Married, Spouse Present	26.04	25.01	96
CY Pop 15+ Male: Married, Spouse Absent	2.76	1.95	71
CY Pop 15+ Male: Widowed	1.20	1.15	96
CY Pop 15+ Female: Married, Spouse Present	25.78	24.63	96
CY Pop 15+ Male: Divorced	4.17	5.10	122
CY Pop 15+ Female: Married, Spouse Absent	2.61	2.11	81
CY Pop 15+ Female: Never Married	12.20	12.65	104
CY Pop 15+ Female: Widowed	5.22	5.21	100
CY Pop 15+ Female: Divorced	5.48	7.29	133

Suburban Sprawl

Work Occupation

Description	U.S.	Segment	Index
CY Emp Civ Pop 16+, Occ: Mgmt Except Farmer	8.70	7.94	91
CY Emp Civ Pop 16+, Occ: Farmer/Farm Mgmt	0.59	0.06	9
CY Emp Civ Pop 16+, Occ: Business Ops Specialist	2.12	2.41	114
CY Emp Civ Pop 16+, Occ: Financial Specialist	2.21	2.36	107
CY Emp Civ Pop 16+, Occ: Computer/Mathematical	2.48	2.89	116
CY Emp Civ Pop 16+, Occ: Architect/Engineer	2.09	2.21	106
CY Emp Civ Pop 16+, Occ: Life/Phys/Soc Science	0.92	0.87	95
CY Emp Civ Pop 16+, Occ: Community/Soc Svcs	1.49	1.49	100
CY Emp Civ Pop 16+, Occ: Legal	1.08	0.94	86
CY Emp Civ Pop 16+, Occ: Edu/Training/Library	5.66	5.16	91
CY Emp Civ Pop 16+, Occ: Arts/Entertain/Sports	1.90	1.97	104
CY Emp Civ Pop 16+, Occ: Health Practitioner/Tec	4.63	4.65	100
CY Emp Civ Pop 16+, Occ: Healthcare Support	1.97	1.78	90
CY Emp Civ Pop 16+, Occ: Protective Svcs	1.97	1.90	96
CY Emp Civ Pop 16+, Occ: Food Prep/Serving	4.75	4.81	101
CY Emp Civ Pop 16+, Occ: Building Grounds Maint	3.24	2.83	87
CY Emp Civ Pop 16+, Occ: Personal Care/Svc	2.79	2.87	103
CY Emp Civ Pop 16+, Occ: Sales/Related	11.30	11.61	103
CY Emp Civ Pop 16+, Occ: Office/Admin Support	15.42	17.94	116
CY Emp Civ Pop 16+, Occ: Farm/Fish/Forestry	0.74	0.17	23
CY Emp Civ Pop 16+, Occ: Construction/Extraction	5.51	5.21	95
CY Emp Civ Pop 16+, Occ: Maintenance Repair	3.95	3.97	101
CY Emp Civ Pop 16+, Occ: Production	8.39	8.02	96
CY Emp Civ Pop 16+, Occ: Transportation/Moving	6.09	5.94	98

Work Commuting Patterns

Description	U.S.	Segment	Index
CY Workers, Transportation: Drove Alone	78.60	84.17	107
CY Workers, Transportation: Carpooled	12.56	10.79	86
CY Workers, Transportation: Public Transport	4.69	2.42	52
CY Workers, Transportation: Motorcycle	0.12	0.12	102
CY Workers, Transportation: Bicycle	0.38	0.33	86
CY Workers, Transportation: Walked	2.93	1.65	56
CY Workers, Transportation: Other	0.72	0.52	72
CY Workers, Transportation: Worked at Home	3.24	2.37	73
CY Workers, Travel Time: < 15 Minutes	29.01	29.68	102
CY Workers, Travel Time: 15 - 29 Minutes	36.10	41.96	116
CY Workers, Travel Time: 30 - 44 Minutes	19.29	17.69	92
CY Workers, Travel Time: 45 - 59 Minutes	7.54	5.52	73
CY Workers, Travel Time: 60+ Minutes	8.06	5.16	64

Suburban Sprawl

Family Composition Household Type

Description	U.S.	Segment	Index
CY HHs, 1-Person, Male Hhldr	11.33	13.00	115
CY HHs, 1-Person, Female Hhldr	14.80	17.22	116
CY HHs, 2+People, Married Couple, Own Kids	23.71	20.21	85
CY HHs, 2+People, Married Couple, No Own Kids	28.03	26.02	93
CY HHs, Other Fam HH, Male Hhldr, Own Kids	2.05	2.08	101
CY HHs, Other Fam HH, Male Hhldr, No Own Kids	2.04	2.05	101
CY HHs, Other Fam HH, Female Hhldr, Own Kids	7.01	6.83	98
CY HHs, Other Fam HH, Female Hhldr, No Own Kids	4.91	4.95	101
CY Non Family HH, 2+ Persons, Male Hhldr	3.58	4.36	122
CY Non Family HH, 2+ Persons, Female Hhldr	2.53	3.27	129

Family Composition People in Household

Description	U.S.	Segment	Index
CY HHs, 1-Person HH	26.13	30.22	116
CY HHs, 2-Person HH	32.42	33.68	104
CY HHs, 3-Person HH	16.71	16.51	99
CY HHs, 4-Person HH	14.01	12.07	86
CY HHs, 5-Person HH	6.50	4.95	76
CY HHs, 6-Person HH	2.53	1.70	67
CY HHs, 7+ Person HH	1.70	0.87	51

Housing Home Ownership

Description	U.S.	Segment	Index
CY Housing Units, Owner Occ	60.72	65.56	108
CY Housing Units, Renter Occ	30.29	29.48	97

Housing Home Value

Description	U.S.	Segment	Index
CY All Own Occ HUs with Value < \$20,000	2.09	1.35	65
CY All Own Occ HUs with Value \$20,000 - \$39,999	3.03	1.29	43
CY All Own Occ HUs with Value \$40,000 - \$59,999	3.99	2.08	52
CY All Own Occ HUs with Value \$60,000 - \$79,999	4.93	4.64	94
CY All Own Occ HUs with Value \$80,000 - \$99,999	5.86	8.43	144
CY All Own Occ HUs with Value \$100,000 - \$149,999	13.65	23.82	174
CY All Own Occ HUs with Value \$150,000 - \$199,999	9.56	14.06	147
CY All Own Occ HUs with Value \$200,000 - \$299,999	10.88	9.45	87
CY All Own Occ HUs with Value \$300,000 - \$399,999	5.12	2.32	45
CY All Own Occ HUs with Value \$400,000 - \$499,999	2.75	0.80	29
CY All Own Occ HUs with Value \$500,000 - \$749,999	2.81	0.52	19
CY All Own Occ HUs with Value \$750,000 - \$999,999	0.98	0.12	12
CY All Own Occ HUs with Value \$1,000,000+	1.08	0.11	10

Suburban Sprawl

Housing Units in Structure

Description	U.S.	Segment	Index
CY HUs, 1 Unit Detached	60.61	59.72	99
CY HUs, 1 Unit Attached	5.54	8.69	157
CY HUs, 2 Units	4.13	4.05	98
CY HUs, 3 to 19 Units	13.23	16.92	128
CY HUs, 20 - 49 Units	3.30	3.47	105
CY HUs, 50+ Units	5.22	3.01	58
CY HUs, Mobile Home	7.73	4.05	52
CY HUs, Other	0.24	0.10	42

Housing Year Structure Built

Description	U.S.	Segment	Index
CY HUs, Built 1999 to March CY	10.15	8.49	84
CY HUs, Built 1995 to 1998	6.75	5.46	81
CY HUs, Built 1990 to 1994	6.74	5.49	82
CY HUs, Built 1980 to 1989	14.76	14.84	101
CY HUs, Built 1970 to 1979	17.10	17.60	103
CY HUs, Built 1960 to 1969	12.71	14.68	115
CY HUs, Built 1950 to 1959	11.56	15.61	135
CY HUs, Built 1940 to 1949	6.61	7.58	115
CY HUs, Built 1939 or Earlier	13.61	10.25	75

Housing Years in Home

Description	U.S.	Segment	Index
CY Occ HUs, Hhldr Moved in 1999 to March 2005	44.46	43.78	98
CY Occ HUs, Hhldr Moved in 1995 to 1998	18.16	19.17	106
CY Occ HUs, Hhldr Moved in 1990 to 1994	10.63	10.70	101
CY Occ HUs, Hhldr Moved in 1980 to 1989	11.88	11.34	95
CY Occ HUs, Hhldr Moved in 1970 to 1979	7.51	6.93	92
CY Occ HUs, Hhldr Moved in 1969 or earlier	7.36	8.09	110

Suburban Sprawl

Top 15 Lifestyle Behaviors	Index
Order from Home Shopping Network	216
Order from drugstore.com	207
Own Stair Stepper	201
Shop at Lane Bryant	157
Buy from Fuddrucker's	156
Buy from Church's Fried Chicken	152
Go to Professional Football Games, 1+ Times	146
Buy Videos by Mail/Phone	145
Order from buy.com	145
Shop at Lerner	145
Buy Treadmill	142
Play Billiards/Pool	142
Shop at Neiman Marcus	142
Go Mountain Bicycling	141
Shop at Express	140

Lifestyle Behaviors 16-30	Index
Shop at The Limited	140
Own Tent	138
Buy Tent	137
Buy from Bob Evan's Farm	137
Play Softball	136
Shop at ShopKo	131
Buy from Rally's	130
Go Snowboarding	130
Foreign Travel by Bus	129
Go Canoeing/Kayaking	129
Go to Bar/Nightclub	126
Order from Eddie Bauer	126
Own Mountain Bicycle	126
Own Any Pet	125
Own Sleeping Bag	125

Lifestyle Behaviors 31-45	Index
Collect Stamps	124
Do Furniture Refinishing	124
Shop at Bed Bath & Beyond	124
Shop at Kinko's	124
Shop at Office Max	122
Do Garment Sewing from Patterns	121
Order from Columbia House Music Club	120
Go Backpacking/Hiking	119
Go Whitewater Rafting	119
Order from BMG Music	119
Buy Alternative Music	117
Buy Tennis Equipment	117
Buy from Del Taco	117
Go to College Football Games, 1+ Times	117
Shop at Eddie Bauer	116

Urban Achievers

Urban Achievers

Concentrated in the nation's port cities, Urban Achievers is often the first stop for up-and-coming immigrants from Asia, South America and Europe. These young singles and couples are typically college-educated and ethnically diverse: about a third are foreign-born, and even more speak a language other than English.

Social Group:	Midtown Mix
Lifestage Group:	Young Achievers

2005 Statistics

US Households:	1,852,355 (1.67%)
Median HH Income:	\$34,157

Lifestyle Traits

- Read American Photo
- Read The Source
- Spin magazine
- Jerry Springer TV
- Volkswagen GTI

Demographics Traits

Ethnic Diversity:	High Asian, 2+
Presence of Kids:	Mix
Age Ranges:	25-54
Education Levels:	Some College/College Grad
Employment Levels:	Other
Homeownership:	Renter
Urbanicity:	Urban
Income:	LowerMid
Income Producing Assets:	Virtually none

Urban Achievers

Age

Description	U.S.	Segment	Index
CY HHs Hhldr Age 15 - 24	5.18	11.60	224
CY HHs Hhldr Age 25 - 34	16.28	28.64	176
CY HHs Hhldr Age 35 - 44	20.78	21.94	106
CY HHs Hhldr Age 45 - 54	21.20	16.34	77
CY HHs Hhldr Age 55 - 59	8.69	5.82	67
CY HHs Hhldr Age 60 - 64	6.94	4.26	61
CY HHs Hhldr Age 65 - 69	5.70	3.12	55
CY HHs Hhldr Age 70 - 74	4.93	2.51	51
CY HHs Hhldr Age 75 - 79	4.37	2.21	50
CY HHs Hhldr Age 80 - 84	3.35	1.83	54
CY HHs Hhldr Age 85+	2.57	1.74	68

Income

Description	U.S.	Segment	Index
CY HHs with Inc < \$15,000	13.68	21.71	159
CY HHs with Inc \$15,000 - \$24,999	11.25	14.74	131
CY HHs with Inc \$25,000 - \$34,999	11.49	14.78	129
CY HHs with Inc \$35,000 - \$49,999	15.87	17.66	111
CY HHs with Inc \$50,000 - \$74,999	19.30	15.42	80
CY HH Inc \$75,000 - \$99,999	11.50	7.22	63
CY HHs with Inc \$100,000 - \$149,999	10.64	5.64	53
CY HHs with Inc \$150,000 - \$249,999	4.38	2.05	47
CY HH Inc \$250,000 - \$499,999	1.30	0.60	46
CY HH Inc \$500,000+	0.60	0.18	31

Race & Ethnicity

Description	U.S.	Segment	Index
CY HHs, White	78.10	58.49	75
CY HHs, Black or African American	11.60	17.41	150
CY HHs, American Indian/Alaska Native	0.75	0.73	97
CY HHs, Asian	3.38	10.92	323
CY HHs, Native HI/Pac Islander	0.11	0.19	173
CY HHs, Some Other Race	4.10	7.66	187
CY HHs, 2+ Races	1.96	4.59	235
CY HHs, Hisp/Lat	9.97	17.50	175

Urban Achievers

Education

Description	U.S.	Segment	Index
CY Pop 25+, Less than 9th Grade	7.74	8.00	103
CY Pop 25+, Some High School, No Diploma	12.13	10.85	89
CY Pop 25+, High School Grad (inc Equivalency)	28.43	19.55	69
CY Pop 25+, Some College, No Degree	21.14	20.43	97
CY Pop 25+, Associate Degree	6.34	6.19	98
CY Pop 25+, Bachelor Degree	15.50	21.83	141
CY Pop 25+, Master's Degree	5.83	8.43	145
CY Pop 25+, Professional School Degree	1.93	3.04	157
CY Pop 25+, Doctorate Degree	0.95	1.69	178

Sex by Marital Status for the Pop 15+

Description	U.S.	Segment	Index
CY Pop 15+: Never Married	26.74	48.61	182
CY Pop 15+: Married, Spouse present	51.83	27.94	54
CY Pop 15+: Married, Spouse Absent	5.37	8.43	157
CY Pop 15+: Widowed	6.42	4.64	72
CY Pop 15+: Divorced	9.64	10.38	108
CY Pop 15+ Male: Never Married	14.54	26.63	183
CY Pop 15+ Male: Married, Spouse Present	26.04	14.13	54
CY Pop 15+ Male: Married, Spouse Absent	2.76	4.37	158
CY Pop 15+ Male: Widowed	1.20	0.88	74
CY Pop 15+ Female: Married, Spouse Present	25.78	13.81	54
CY Pop 15+ Male: Divorced	4.17	4.55	109
CY Pop 15+ Female: Married, Spouse Absent	2.61	4.06	156
CY Pop 15+ Female: Never Married	12.20	21.98	180
CY Pop 15+ Female: Widowed	5.22	3.76	72
CY Pop 15+ Female: Divorced	5.48	5.83	106

Urban Achievers

Work Occupation

Description	U.S.	Segment	Index
CY Emp Civ Pop 16+, Occ: Mgmt Except Farmer	8.70	8.03	92
CY Emp Civ Pop 16+, Occ: Farmer/Farm Mgmt	0.59	0.03	4
CY Emp Civ Pop 16+, Occ: Business Ops Specialist	2.12	2.50	118
CY Emp Civ Pop 16+, Occ: Financial Specialist	2.21	2.39	108
CY Emp Civ Pop 16+, Occ: Computer/Mathematical	2.48	3.87	156
CY Emp Civ Pop 16+, Occ: Architect/Engineer	2.09	2.00	96
CY Emp Civ Pop 16+, Occ: Life/Phys/Soc Science	0.92	1.77	192
CY Emp Civ Pop 16+, Occ: Community/Soc Svcs	1.49	1.93	129
CY Emp Civ Pop 16+, Occ: Legal	1.08	1.62	150
CY Emp Civ Pop 16+, Occ: Edu/Training/Library	5.66	6.46	114
CY Emp Civ Pop 16+, Occ: Arts/Entertain/Sports	1.90	4.54	239
CY Emp Civ Pop 16+, Occ: Health Practitioner/Tec	4.63	4.19	90
CY Emp Civ Pop 16+, Occ: Healthcare Support	1.97	2.06	105
CY Emp Civ Pop 16+, Occ: Protective Svcs	1.97	1.82	92
CY Emp Civ Pop 16+, Occ: Food Prep/Serving	4.75	6.69	141
CY Emp Civ Pop 16+, Occ: Building Grounds Maint	3.24	3.13	97
CY Emp Civ Pop 16+, Occ: Personal Care/Svc	2.79	3.11	112
CY Emp Civ Pop 16+, Occ: Sales/Related	11.30	11.13	98
CY Emp Civ Pop 16+, Occ: Office/Admin Support	15.42	17.16	111
CY Emp Civ Pop 16+, Occ: Farm/Fish/Forestry	0.74	0.11	15
CY Emp Civ Pop 16+, Occ: Construction/Extraction	5.51	3.36	61
CY Emp Civ Pop 16+, Occ: Maintenance Repair	3.95	2.38	60
CY Emp Civ Pop 16+, Occ: Production	8.39	5.10	61
CY Emp Civ Pop 16+, Occ: Transportation/Moving	6.09	4.61	76

Work Commuting Patterns

Description	U.S.	Segment	Index
CY Workers, Transportation: Drove Alone	78.60	56.21	72
CY Workers, Transportation: Carpooled	12.56	11.21	89
CY Workers, Transportation: Public Transport	4.69	19.63	419
CY Workers, Transportation: Motorcycle	0.12	0.20	170
CY Workers, Transportation: Bicycle	0.38	1.61	423
CY Workers, Transportation: Walked	2.93	10.48	357
CY Workers, Transportation: Other	0.72	0.67	92
CY Workers, Transportation: Worked at Home	3.24	2.68	83
CY Workers, Travel Time: < 15 Minutes	29.01	25.01	86
CY Workers, Travel Time: 15 - 29 Minutes	36.10	36.95	102
CY Workers, Travel Time: 30 - 44 Minutes	19.29	21.40	111
CY Workers, Travel Time: 45 - 59 Minutes	7.54	8.14	108
CY Workers, Travel Time: 60+ Minutes	8.06	8.49	105

Urban Achievers

Family Composition Household Type

Description	U.S.	Segment	Index
CY HHs, 1-Person, Male Hhldr	11.33	23.37	206
CY HHs, 1-Person, Female Hhldr	14.80	21.38	144
CY HHs, 2+People, Married Couple, Own Kids	23.71	11.08	47
CY HHs, 2+People, Married Couple, No Own Kids	28.03	13.04	47
CY HHs, Other Fam HH, Male Hhldr, Own Kids	2.05	1.71	83
CY HHs, Other Fam HH, Male Hhldr, No Own Kids	2.04	2.61	128
CY HHs, Other Fam HH, Female Hhldr, Own Kids	7.01	6.94	99
CY HHs, Other Fam HH, Female Hhldr, No Own Kids	4.91	4.71	96
CY Non Family HH, 2+ Persons, Male Hhldr	3.58	8.70	243
CY Non Family HH, 2+ Persons, Female Hhldr	2.53	6.46	255

Family Composition People in Household

Description	U.S.	Segment	Index
CY HHs, 1-Person HH	26.13	44.76	171
CY HHs, 2-Person HH	32.42	28.28	87
CY HHs, 3-Person HH	16.71	12.31	74
CY HHs, 4-Person HH	14.01	7.85	56
CY HHs, 5-Person HH	6.50	3.79	58
CY HHs, 6-Person HH	2.53	1.70	67
CY HHs, 7+ Person HH	1.70	1.32	77

Housing Home Ownership

Description	U.S.	Segment	Index
CY Housing Units, Owner Occ	60.72	16.17	27
CY Housing Units, Renter Occ	30.29	76.97	254

Housing Home Value

Description	U.S.	Segment	Index
CY All Own Occ HUs with Value < \$20,000	2.09	0.14	7
CY All Own Occ HUs with Value \$20,000 - \$39,999	3.03	0.28	9
CY All Own Occ HUs with Value \$40,000 - \$59,999	3.99	0.52	13
CY All Own Occ HUs with Value \$60,000 - \$79,999	4.93	0.77	16
CY All Own Occ HUs with Value \$80,000 - \$99,999	5.86	1.06	18
CY All Own Occ HUs with Value \$100,000 - \$149,999	13.65	2.86	21
CY All Own Occ HUs with Value \$150,000 - \$199,999	9.56	2.26	24
CY All Own Occ HUs with Value \$200,000 - \$299,999	10.88	3.59	33
CY All Own Occ HUs with Value \$300,000 - \$399,999	5.12	2.42	47
CY All Own Occ HUs with Value \$400,000 - \$499,999	2.75	1.40	51
CY All Own Occ HUs with Value \$500,000 - \$749,999	2.81	1.38	49
CY All Own Occ HUs with Value \$750,000 - \$999,999	0.98	0.37	38
CY All Own Occ HUs with Value \$1,000,000+	1.08	0.31	29

Urban Achievers

Housing Units in Structure

Description	U.S.	Segment	Index
CY HUs, 1 Unit Detached	60.61	10.91	18
CY HUs, 1 Unit Attached	5.54	4.46	80
CY HUs, 2 Units	4.13	6.31	153
CY HUs, 3 to 19 Units	13.23	38.06	288
CY HUs, 20 - 49 Units	3.30	16.51	500
CY HUs, 50+ Units	5.22	23.41	448
CY HUs, Mobile Home	7.73	0.29	4
CY HUs, Other	0.24	0.06	24

Housing Year Structure Built

Description	U.S.	Segment	Index
CY HUs, Built 1999 to March CY	10.15	6.30	62
CY HUs, Built 1995 to 1998	6.75	2.51	37
CY HUs, Built 1990 to 1994	6.74	3.46	51
CY HUs, Built 1980 to 1989	14.76	11.72	79
CY HUs, Built 1970 to 1979	17.10	15.89	93
CY HUs, Built 1960 to 1969	12.71	13.96	110
CY HUs, Built 1950 to 1959	11.56	11.50	99
CY HUs, Built 1940 to 1949	6.61	8.55	129
CY HUs, Built 1939 or Earlier	13.61	26.11	192

Housing Years in Home

Description	U.S.	Segment	Index
CY Occ HUs, Hhldr Moved in 1999 to March 2005	44.46	60.22	135
CY Occ HUs, Hhldr Moved in 1995 to 1998	18.16	19.94	110
CY Occ HUs, Hhldr Moved in 1990 to 1994	10.63	7.20	68
CY Occ HUs, Hhldr Moved in 1980 to 1989	11.88	6.46	54
CY Occ HUs, Hhldr Moved in 1970 to 1979	7.51	3.44	46
CY Occ HUs, Hhldr Moved in 1969 or earlier	7.36	2.75	37

Urban Achievers

Top 15 Lifestyle Behaviors

Index

Buy Spanish/Latin Music	185
Go Snowboarding	175
Buy from White Castle	165
Travel to Central/South America	164
Order from priceline.com	157
Shop at Bloomingdales	156
Travel to Japan/Hong Kong/Other Asia	155
Buy from Carl's Jr.	150
Buy from California Pizza Kitchen	146
Buy from Del Taco	143
Shop at Banana Republic	143
Domestic Travel by Railroad	142
Go to Professional Basketball Games, 1+ Times	142
Do Painting/Drawing	138
Buy Rap Music	137

Lifestyle Behaviors 16-30

Index

Shop at Macy's	136
Play Basketball	134
Buy from Chevy's	133
Play Racquetball	133
Shop at Saks Fifth Ave	133
Shop at Longs Drug Store, 6mo	132
Go In-Line Skating	131
Play Soccer	131
Shop at Express	129
Shop at The Gap	129
Domestic Vacation, Go Skiing	127
Participate in Environment Group/Cause	124
Foreign Travel for 15+ Nights	123
Order from J. Crew	122
Go Water Skiing	118

Lifestyle Behaviors 31-45

Index

Shop at Rite-Aid, 6mo	117
Buy Hard Rock Music	115
Buy Soft Rock Music	115
Buy from Cheesecake Factory	115
Buy Alternative Music	114
Buy from Jack-in-the-Box	114
Foreign Travel by Railroad	114
Go Dancing	114
Play Billiards/Pool	113
Shop at Comp USA	113
Play Baseball	112
Shop at Lerner	112
Buy from Dunkin Donuts	111
Shop at Marshall's	110
Buy from Checkers	109

Blue-Chip Blues

Blue-Chip Blues

Blue-Chip Blues is known as a comfortable lifestyle for young, sprawling families with well-paying blue-collar jobs. Ethnically diverse -with a significant presence of Hispanics and African-Americans- the segment's aging neighborhoods feature compact, modestly priced homes surrounded by commercial centers that cater to child-filled households.

Social Group:	Middleburbs
Lifestage Group:	Mainstream Families

2005 Statistics:

US Households:	1,354,490 (1.22%)
Median HH Income:	\$48,655

Lifestyle Traits

- Visited a theme park
- Own a video game system
- Read Parenthood magazines
- Watch Track & Field championship
- Drive a Ford Focus

Demographics Traits:

Ethnic Diversity:	High Black & Hisp., Asian
Family Types:	Families
Age Ranges:	<45
Education Levels:	High School
Employment Levels:	WC, Service, BC
Housing Types:	Mix
Urbanicity:	Suburban
Income:	Midscale
Income Producing Assets:	not available

Blue-Chip Blues

Age

Description	U.S.	Segment	Index
CY HHs Hhldr Age 15 - 24	5.18	5.95	115
CY HHs Hhldr Age 25 - 34	16.28	20.96	129
CY HHs Hhldr Age 35 - 44	20.78	25.89	125
CY HHs Hhldr Age 45 - 54	21.20	22.25	105
CY HHs Hhldr Age 55 - 59	8.69	7.72	89
CY HHs Hhldr Age 60 - 64	6.94	5.56	80
CY HHs Hhldr Age 65 - 69	5.70	3.94	69
CY HHs Hhldr Age 70 - 74	4.93	2.98	60
CY HHs Hhldr Age 75 - 79	4.37	2.24	51
CY HHs Hhldr Age 80 - 84	3.35	1.55	46
CY HHs Hhldr Age 85+	2.57	0.96	37

Income

Description	U.S.	Segment	Index
CY HHs with Inc < \$15,000	13.68	9.03	66
CY HHs with Inc \$15,000 - \$24,999	11.25	9.69	86
CY HHs with Inc \$25,000 - \$34,999	11.49	12.46	108
CY HHs with Inc \$35,000 - \$49,999	15.87	20.67	130
CY HHs with Inc \$50,000 - \$74,999	19.30	25.00	130
CY HH Inc \$75,000 - \$99,999	11.50	12.32	107
CY HHs with Inc \$100,000 - \$149,999	10.64	8.39	79
CY HHs with Inc \$150,000 - \$249,999	4.38	1.89	43
CY HH Inc \$250,000 - \$499,999	1.30	0.42	32
CY HH Inc \$500,000+	0.60	0.12	20

Race & Ethnicity

Description	U.S.	Segment	Index
CY HHs, White	78.10	61.92	79
CY HHs, Black or African American	11.60	22.11	191
CY HHs, American Indian/Alaska Native	0.75	0.73	98
CY HHs, Asian	3.38	3.68	109
CY HHs, Native HI/Pac Islander	0.11	0.18	164
CY HHs, Some Other Race	4.10	8.53	208
CY HHs, 2+ Races	1.96	2.83	145
CY HHs, Hisp/Lat	9.97	20.36	204

Blue-Chip Blues

Education

Description	U.S.	Segment	Index
CY Pop 25+, Less than 9th Grade	7.74	7.96	103
CY Pop 25+, Some High School, No Diploma	12.13	13.04	107
CY Pop 25+, High School Grad (inc Equivalency)	28.43	29.53	104
CY Pop 25+, Some College, No Degree	21.14	25.60	121
CY Pop 25+, Associate Degree	6.34	7.20	113
CY Pop 25+, Bachelor Degree	15.50	11.90	77
CY Pop 25+, Master's Degree	5.83	3.40	58
CY Pop 25+, Professional School Degree	1.93	0.97	50
CY Pop 25+, Doctorate Degree	0.95	0.40	42

Sex by Marital Status for the Pop 15+

Description	U.S.	Segment	Index
CY Pop 15+: Never Married	26.74	28.38	106
CY Pop 15+: Married, Spouse present	51.83	50.93	98
CY Pop 15+: Married, Spouse Absent	5.37	5.65	105
CY Pop 15+: Widowed	6.42	4.19	65
CY Pop 15+: Divorced	9.64	10.87	113
CY Pop 15+ Male: Never Married	14.54	15.27	105
CY Pop 15+ Male: Married, Spouse Present	26.04	25.61	98
CY Pop 15+ Male: Married, Spouse Absent	2.76	2.76	100
CY Pop 15+ Male: Widowed	1.20	0.80	67
CY Pop 15+ Female: Married, Spouse Present	25.78	25.31	98
CY Pop 15+ Male: Divorced	4.17	4.32	104
CY Pop 15+ Female: Married, Spouse Absent	2.61	2.88	110
CY Pop 15+ Female: Never Married	12.20	13.11	107
CY Pop 15+ Female: Widowed	5.22	3.39	65
CY Pop 15+ Female: Divorced	5.48	6.55	120

Blue-Chip Blues

Work Occupation

Description	U.S.	Segment	Index
CY Emp Civ Pop 16+, Occ: Mgmt Except Farmer	8.70	6.53	75
CY Emp Civ Pop 16+, Occ: Farmer/Farm Mgmt	0.59	0.12	21
CY Emp Civ Pop 16+, Occ: Business Ops Specialist	2.12	2.06	97
CY Emp Civ Pop 16+, Occ: Financial Specialist	2.21	1.89	85
CY Emp Civ Pop 16+, Occ: Computer/Mathematical	2.48	2.27	91
CY Emp Civ Pop 16+, Occ: Architect/Engineer	2.09	1.72	82
CY Emp Civ Pop 16+, Occ: Life/Phys/Soc Science	0.92	0.56	60
CY Emp Civ Pop 16+, Occ: Community/Soc Svcs	1.49	1.32	88
CY Emp Civ Pop 16+, Occ: Legal	1.08	0.60	56
CY Emp Civ Pop 16+, Occ: Edu/Training/Library	5.66	4.42	78
CY Emp Civ Pop 16+, Occ: Arts/Entertain/Sports	1.90	1.35	71
CY Emp Civ Pop 16+, Occ: Health Practitioner/Tec	4.63	3.80	82
CY Emp Civ Pop 16+, Occ: Healthcare Support	1.97	2.02	103
CY Emp Civ Pop 16+, Occ: Protective Svcs	1.97	2.31	117
CY Emp Civ Pop 16+, Occ: Food Prep/Serving	4.75	4.97	105
CY Emp Civ Pop 16+, Occ: Building Grounds Maint	3.24	3.74	116
CY Emp Civ Pop 16+, Occ: Personal Care/Svc	2.79	2.96	106
CY Emp Civ Pop 16+, Occ: Sales/Related	11.30	10.94	97
CY Emp Civ Pop 16+, Occ: Office/Admin Support	15.42	18.94	123
CY Emp Civ Pop 16+, Occ: Farm/Fish/Forestry	0.74	0.43	59
CY Emp Civ Pop 16+, Occ: Construction/Extraction	5.51	6.27	114
CY Emp Civ Pop 16+, Occ: Maintenance Repair	3.95	4.73	120
CY Emp Civ Pop 16+, Occ: Production	8.39	8.57	102
CY Emp Civ Pop 16+, Occ: Transportation/Moving	6.09	7.49	123

Work Commuting Patterns

Description	U.S.	Segment	Index
CY Workers, Transportation: Drove Alone	78.60	78.90	100
CY Workers, Transportation: Carpooled	12.56	15.47	123
CY Workers, Transportation: Public Transport	4.69	2.78	59
CY Workers, Transportation: Motorcycle	0.12	0.18	158
CY Workers, Transportation: Bicycle	0.38	0.29	77
CY Workers, Transportation: Walked	2.93	1.62	55
CY Workers, Transportation: Other	0.72	0.75	104
CY Workers, Transportation: Worked at Home	3.24	2.05	63
CY Workers, Travel Time: < 15 Minutes	29.01	23.29	80
CY Workers, Travel Time: 15 - 29 Minutes	36.10	39.50	109
CY Workers, Travel Time: 30 - 44 Minutes	19.29	21.80	113
CY Workers, Travel Time: 45 - 59 Minutes	7.54	7.68	102
CY Workers, Travel Time: 60+ Minutes	8.06	7.74	96

Blue-Chip Blues

Family Composition Household Type

Description	U.S.	Segment	Index
CY HHs, 1-Person, Male Hhldr	11.33	8.36	74
CY HHs, 1-Person, Female Hhldr	14.80	9.62	65
CY HHs, 2+People, Married Couple, Own Kids	23.71	30.46	128
CY HHs, 2+People, Married Couple, No Own Kids	28.03	22.88	82
CY HHs, Other Fam HH, Male Hhldr, Own Kids	2.05	3.09	151
CY HHs, Other Fam HH, Male Hhldr, No Own Kids	2.04	2.49	122
CY HHs, Other Fam HH, Female Hhldr, Own Kids	7.01	10.95	156
CY HHs, Other Fam HH, Female Hhldr, No Own Kids	4.91	5.80	118
CY Non Family HH, 2+ Persons, Male Hhldr	3.58	3.82	107
CY Non Family HH, 2+ Persons, Female Hhldr	2.53	2.51	99

Family Composition People in Household

Description	U.S.	Segment	Index
CY HHs, 1-Person HH	26.13	17.98	69
CY HHs, 2-Person HH	32.42	27.44	85
CY HHs, 3-Person HH	16.71	19.93	119
CY HHs, 4-Person HH	14.01	17.85	127
CY HHs, 5-Person HH	6.50	9.46	146
CY HHs, 6-Person HH	2.53	4.13	163
CY HHs, 7+ Person HH	1.70	3.20	188

Housing Home Ownership

Description	U.S.	Segment	Index
CY Housing Units, Owner Occ	60.72	63.52	105
CY Housing Units, Renter Occ	30.29	31.54	104

Housing Home Value

Description	U.S.	Segment	Index
CY All Own Occ HUs with Value < \$20,000	2.09	1.59	76
CY All Own Occ HUs with Value \$20,000 - \$39,999	3.03	1.87	62
CY All Own Occ HUs with Value \$40,000 - \$59,999	3.99	3.09	77
CY All Own Occ HUs with Value \$60,000 - \$79,999	4.93	6.15	125
CY All Own Occ HUs with Value \$80,000 - \$99,999	5.86	9.15	156
CY All Own Occ HUs with Value \$100,000 - \$149,999	13.65	21.55	158
CY All Own Occ HUs with Value \$150,000 - \$199,999	9.56	11.39	119
CY All Own Occ HUs with Value \$200,000 - \$299,999	10.88	8.31	76
CY All Own Occ HUs with Value \$300,000 - \$399,999	5.12	2.22	43
CY All Own Occ HUs with Value \$400,000 - \$499,999	2.75	0.80	29
CY All Own Occ HUs with Value \$500,000 - \$749,999	2.81	0.48	17
CY All Own Occ HUs with Value \$750,000 - \$999,999	0.98	0.09	9
CY All Own Occ HUs with Value \$1,000,000+	1.08	0.12	11

Blue-Chip Blues

Housing Units in Structure

Description	U.S.	Segment	Index
CY HUs, 1 Unit Detached	60.61	64.41	106
CY HUs, 1 Unit Attached	5.54	7.69	139
CY HUs, 2 Units	4.13	2.41	58
CY HUs, 3 to 19 Units	13.23	14.38	109
CY HUs, 20 - 49 Units	3.30	2.00	61
CY HUs, 50+ Units	5.22	2.87	55
CY HUs, Mobile Home	7.73	6.09	79
CY HUs, Other	0.24	0.15	64

Housing Year Structure Built

Description	U.S.	Segment	Index
CY HUs, Built 1999 to March CY	10.15	13.21	130
CY HUs, Built 1995 to 1998	6.75	8.18	121
CY HUs, Built 1990 to 1994	6.74	8.43	125
CY HUs, Built 1980 to 1989	14.76	20.51	139
CY HUs, Built 1970 to 1979	17.10	21.35	125
CY HUs, Built 1960 to 1969	12.71	12.64	99
CY HUs, Built 1950 to 1959	11.56	8.76	76
CY HUs, Built 1940 to 1949	6.61	3.47	53
CY HUs, Built 1939 or Earlier	13.61	3.45	25

Housing Years in Home

Description	U.S.	Segment	Index
CY Occ HUs, Hhldr Moved in 1999 to March 2005	44.46	48.50	109
CY Occ HUs, Hhldr Moved in 1995 to 1998	18.16	19.95	110
CY Occ HUs, Hhldr Moved in 1990 to 1994	10.63	10.97	103
CY Occ HUs, Hhldr Moved in 1980 to 1989	11.88	11.02	93
CY Occ HUs, Hhldr Moved in 1970 to 1979	7.51	5.72	76
CY Occ HUs, Hhldr Moved in 1969 or earlier	7.36	3.84	52

Blue-Chip Blues

Top 15 Lifestyle Behaviors

Index

Buy from Rally's	249
Shop at Lerner	248
Buy from Jack-in-the-Box	220
Domestic Travel by Railroad	216
Go Roller Skating	212
Buy Children's Bicycles	198
Buy Rap Music	198
Buy from Chuck E Cheese	189
Buy from Checkers	186
Buy from Popeyes	186
Buy from Church's Fried Chicken	183
Buy Hard Rock Music	174
Shop at The Limited	174
Buy Tent	173
Rent Videos,6+ Tapes	171

Lifestyle Behaviors 16-30

Index

Buy Children's Book	165
Buy Spanish/Latin Music	162
Own Tropical Fish	162
Buy from A&W	161
Shop at Lane Bryant	161
Go to Zoo	160
Buy from Pizza Hut	159
Buy Any Children's Toys	157
Buy from Little Caesar's	157
Go Ice Skating	156
Shop at Disney Store	155
Buy Alternative Music	151
Buy Contemporary Christian Music	151
Buy Swing Sets	150
Go In-Line Skating	150

Lifestyle Behaviors 31-45

Index

Shop at Old Navy	150
Buy from Taco Bell	148
Buy from White Castle	148
Order from Columbia House Music Club	146
Shop at Express	146
Buy Treadmill	145
Buy from Papa John's	145
Go to Professional Basketball Games,1+ Times	144
Visit Any Theme Park	143
Buy from Mexican Fast Food Restaurant	142
Do Painting/Drawing	142
Go Bowling	142
Own 4+ Television Sets	142
Own Roller Blades/In-Line Skates	142
Play Baseball	141

Domestic Duos

Domestic Duos

Domestic Duos represents a middle-class mix of mainly over 55 singles and married couples living in older suburban homes. With their high-school educations and fixed incomes, segment residents maintain an easy-going lifestyle. Residents like to socialize by going bowling, seeing a play, meeting at the local fraternal order or going out to eat.

Social Group:	Middleburbs
Lifestage Group:	Cautious Couples

2005 Statistics:

US Households:	1,188,359 (1.07%)
Median HH Income:	\$47,302

Lifestyle Traits

- Go bowling
- Spend 15+ nts on dom. travel
- Watch NBC Sun Today Show
- Listen to adult standards radio
- Drive a Mercury Grand Marquis

Demographics Traits:

Ethnic Diversity:	White, Black
Family Types:	Singles/Couples
Age Ranges:	55+
Education Levels:	High School
Employment Levels:	WC, Service, BC
Housing Types:	Homeowners
Urbanicity:	Suburban
Income:	Midscale
Income Producing Assets:	not available

Domestic Duos

Age

Description	U.S.	Segment	Index
CY HHs Hhldr Age 15 - 24	5.18	2.83	55
CY HHs Hhldr Age 25 - 34	16.28	11.95	73
CY HHs Hhldr Age 35 - 44	20.78	17.72	85
CY HHs Hhldr Age 45 - 54	21.20	19.62	93
CY HHs Hhldr Age 55 - 59	8.69	8.77	101
CY HHs Hhldr Age 60 - 64	6.94	7.90	114
CY HHs Hhldr Age 65 - 69	5.70	7.36	129
CY HHs Hhldr Age 70 - 74	4.93	7.31	148
CY HHs Hhldr Age 75 - 79	4.37	7.15	163
CY HHs Hhldr Age 80 - 84	3.35	5.50	164
CY HHs Hhldr Age 85+	2.57	3.89	151

Income

Description	U.S.	Segment	Index
CY HHs with Inc < \$15,000	13.68	10.63	78
CY HHs with Inc \$15,000 - \$24,999	11.25	11.43	102
CY HHs with Inc \$25,000 - \$34,999	11.49	12.37	108
CY HHs with Inc \$35,000 - \$49,999	15.87	18.98	120
CY HHs with Inc \$50,000 - \$74,999	19.30	23.31	121
CY HH Inc \$75,000 - \$99,999	11.50	12.26	107
CY HHs with Inc \$100,000 - \$149,999	10.64	8.54	80
CY HHs with Inc \$150,000 - \$249,999	4.38	1.98	45
CY HH Inc \$250,000 - \$499,999	1.30	0.41	32
CY HH Inc \$500,000+	0.60	0.09	15

Race & Ethnicity

Description	U.S.	Segment	Index
CY HHs, White	78.10	83.07	106
CY HHs, Black or African American	11.60	11.57	100
CY HHs, American Indian/Alaska Native	0.75	0.33	44
CY HHs, Asian	3.38	1.49	44
CY HHs, Native HI/Pac Islander	0.11	0.06	57
CY HHs, Some Other Race	4.10	2.12	52
CY HHs, 2+ Races	1.96	1.35	69
CY HHs, Hisp/Lat	9.97	5.68	57

Domestic Duos

Education

Description	U.S.	Segment	Index
CY Pop 25+, Less than 9th Grade	7.74	5.85	76
CY Pop 25+, Some High School, No Diploma	12.13	12.96	107
CY Pop 25+, High School Grad (inc Equivalency)	28.43	35.69	126
CY Pop 25+, Some College, No Degree	21.14	22.40	106
CY Pop 25+, Associate Degree	6.34	6.55	103
CY Pop 25+, Bachelor Degree	15.50	11.31	73
CY Pop 25+, Master's Degree	5.83	3.83	66
CY Pop 25+, Professional School Degree	1.93	1.00	52
CY Pop 25+, Doctorate Degree	0.95	0.41	43

Sex by Marital Status for the Pop 15+

Description	U.S.	Segment	Index
CY Pop 15+: Never Married	26.74	23.65	88
CY Pop 15+: Married, Spouse present	51.83	52.29	101
CY Pop 15+: Married, Spouse Absent	5.37	4.15	77
CY Pop 15+: Widowed	6.42	9.79	152
CY Pop 15+: Divorced	9.64	10.13	105
CY Pop 15+ Male: Never Married	14.54	12.69	87
CY Pop 15+ Male: Married, Spouse Present	26.04	26.34	101
CY Pop 15+ Male: Married, Spouse Absent	2.76	1.93	70
CY Pop 15+ Male: Widowed	1.20	1.77	148
CY Pop 15+ Female: Married, Spouse Present	25.78	25.95	101
CY Pop 15+ Male: Divorced	4.17	4.10	98
CY Pop 15+ Female: Married, Spouse Absent	2.61	2.22	85
CY Pop 15+ Female: Never Married	12.20	10.96	90
CY Pop 15+ Female: Widowed	5.22	8.02	154
CY Pop 15+ Female: Divorced	5.48	6.03	110

Domestic Duos

Work Occupation

Description	U.S.	Segment	Index
CY Emp Civ Pop 16+, Occ: Mgmt Except Farmer	8.70	6.58	76
CY Emp Civ Pop 16+, Occ: Farmer/Farm Mgmt	0.59	0.08	13
CY Emp Civ Pop 16+, Occ: Business Ops Specialist	2.12	2.00	94
CY Emp Civ Pop 16+, Occ: Financial Specialist	2.21	2.03	92
CY Emp Civ Pop 16+, Occ: Computer/Mathematical	2.48	1.98	80
CY Emp Civ Pop 16+, Occ: Architect/Engineer	2.09	1.75	84
CY Emp Civ Pop 16+, Occ: Life/Phys/Soc Science	0.92	0.59	64
CY Emp Civ Pop 16+, Occ: Community/Soc Svcs	1.49	1.44	97
CY Emp Civ Pop 16+, Occ: Legal	1.08	0.59	55
CY Emp Civ Pop 16+, Occ: Edu/Training/Library	5.66	4.82	85
CY Emp Civ Pop 16+, Occ: Arts/Entertain/Sports	1.90	1.38	73
CY Emp Civ Pop 16+, Occ: Health Practitioner/Tec	4.63	4.41	95
CY Emp Civ Pop 16+, Occ: Healthcare Support	1.97	2.13	108
CY Emp Civ Pop 16+, Occ: Protective Svcs	1.97	2.33	118
CY Emp Civ Pop 16+, Occ: Food Prep/Serving	4.75	4.80	101
CY Emp Civ Pop 16+, Occ: Building Grounds Maint	3.24	3.24	100
CY Emp Civ Pop 16+, Occ: Personal Care/Svc	2.79	2.82	101
CY Emp Civ Pop 16+, Occ: Sales/Related	11.30	11.15	99
CY Emp Civ Pop 16+, Occ: Office/Admin Support	15.42	19.56	127
CY Emp Civ Pop 16+, Occ: Farm/Fish/Forestry	0.74	0.21	28
CY Emp Civ Pop 16+, Occ: Construction/Extraction	5.51	5.22	95
CY Emp Civ Pop 16+, Occ: Maintenance Repair	3.95	4.51	114
CY Emp Civ Pop 16+, Occ: Production	8.39	9.31	111
CY Emp Civ Pop 16+, Occ: Transportation/Moving	6.09	7.07	116

Work Commuting Patterns

Description	U.S.	Segment	Index
CY Workers, Transportation: Drove Alone 7	8.60	83.95	107
CY Workers, Transportation: Carpooled	12.56	10.89	87
CY Workers, Transportation: Public Transport	4.69	2.78	59
CY Workers, Transportation: Motorcycle	0.12	0.09	79
CY Workers, Transportation: Bicycle	0.38	0.19	49
CY Workers, Transportation: Walked	2.93	1.62	55
CY Workers, Transportation: Other	0.72	0.48	66
CY Workers, Transportation: Worked at Home	3.24	2.01	62
CY Workers, Travel Time: < 15 Minutes	29.01	29.66	102
CY Workers, Travel Time: 15 - 29 Minutes	36.10	41.20	114
CY Workers, Travel Time: 30 - 44 Minutes	19.29	17.63	91
CY Workers, Travel Time: 45 - 59 Minutes	7.54	5.68	75
CY Workers, Travel Time: 60+ Minutes	8.06	5.83	72

Domestic Duos

Family Composition Household Type

Description	U.S.	Segment	Index
CY HHs, 1-Person, Male Hhldr	11.33	10.37	92
CY HHs, 1-Person, Female Hhldr	14.80	18.69	126
CY HHs, 2+People, Married Couple, Own Kids	23.71	18.83	79
CY HHs, 2+People, Married Couple, No Own Kids	28.03	32.10	115
CY HHs, Other Fam HH, Male Hhldr, Own Kids	2.05	1.65	81
CY HHs, Other Fam HH, Male Hhldr, No Own Kids	2.04	2.19	107
CY HHs, Other Fam HH, Female Hhldr, Own Kids	7.01	5.44	78
CY HHs, Other Fam HH, Female Hhldr, No Own Kids	4.91	6.43	131
CY Non Family HH, 2+ Persons, Male Hhldr	3.58	2.41	67
CY Non Family HH, 2+ Persons, Female Hhldr	2.53	1.88	74

Family Composition People in Household

Description	U.S.	Segment	Index
CY HHs, 1-Person HH	26.13	29.06	111
CY HHs, 2-Person HH	32.42	34.63	107
CY HHs, 3-Person HH	16.71	15.89	95
CY HHs, 4-Person HH	14.01	12.00	86
CY HHs, 5-Person HH	6.50	5.31	82
CY HHs, 6-Person HH	2.53	1.97	78
CY HHs, 7+ Person HH	1.70	1.13	67

Housing Home Ownership

Description	U.S.	Segment	Index
CY Housing Units, Owner Occ	60.72	74.71	123
CY Housing Units, Renter Occ	30.29	20.98	69

Housing Home Value

Description	U.S.	Segment	Index
CY All Own Occ HUs with Value < \$20,000	2.09	1.03	49
CY All Own Occ HUs with Value \$20,000 - \$39,999	3.03	1.50	49
CY All Own Occ HUs with Value \$40,000 - \$59,999	3.99	3.19	80
CY All Own Occ HUs with Value \$60,000 - \$79,999	4.93	6.70	136
CY All Own Occ HUs with Value \$80,000 - \$99,999	5.86	11.16	191
CY All Own Occ HUs with Value \$100,000 - \$149,999	13.65	27.37	200
CY All Own Occ HUs with Value \$150,000 - \$199,999	9.56	14.38	150
CY All Own Occ HUs with Value \$200,000 - \$299,999	10.88	9.80	90
CY All Own Occ HUs with Value \$300,000 - \$399,999	5.12	1.97	38
CY All Own Occ HUs with Value \$400,000 - \$499,999	2.75	0.58	21
CY All Own Occ HUs with Value \$500,000 - \$749,999	2.81	0.28	10
CY All Own Occ HUs with Value \$750,000 - \$999,999	0.98	0.05	5
CY All Own Occ HUs with Value \$1,000,000+	1.08	0.08	7

Domestic Duos

Housing Units in Structure

Description	U.S.	Segment	Index
CY HUs, 1 Unit Detached	60.61	70.60	116
CY HUs, 1 Unit Attached	5.54	6.46	117
CY HUs, 2 Units	4.13	3.51	85
CY HUs, 3 to 19 Units	13.23	9.45	71
CY HUs, 20 - 49 Units	3.30	1.97	60
CY HUs, 50+ Units	5.22	3.23	62
CY HUs, Mobile Home	7.73	4.66	60
CY HUs, Other	0.24	0.10	41

Housing Year Structure Built

Description	U.S.	Segment	Index
CY HUs, Built 1999 to March CY	10.15	5.67	56
CY HUs, Built 1995 to 1998	6.75	3.06	45
CY HUs, Built 1990 to 1994	6.74	3.71	55
CY HUs, Built 1980 to 1989	14.76	9.54	65
CY HUs, Built 1970 to 1979	17.10	15.66	92
CY HUs, Built 1960 to 1969	12.71	21.08	166
CY HUs, Built 1950 to 1959	11.56	23.95	207
CY HUs, Built 1940 to 1949	6.61	8.27	125
CY HUs, Built 1939 or Earlier	13.61	9.07	67

Housing Years in Home

Description	U.S.	Segment	Index
CY Occ HUs, Hhldr Moved in 1999 to March 2005	44.46	35.31	79
CY Occ HUs, Hhldr Moved in 1995 to 1998	18.16	15.53	86
CY Occ HUs, Hhldr Moved in 1990 to 1994	10.63	10.68	100
CY Occ HUs, Hhldr Moved in 1980 to 1989	11.88	13.30	112
CY Occ HUs, Hhldr Moved in 1970 to 1979	7.51	10.49	140
CY Occ HUs, Hhldr Moved in 1969 or earlier	7.36	14.69	200

Domestic Duos

Top 15 Lifestyle Behaviors

Index

Buy from Rally's	332
Order from Readers Digest Association	200
Belong to a Veterans Club	193
Buy from Chi-Chi's	187
Order from Gevalia Kaffe	185
Own Stationary Bike	178
Go to Professional Basketball Games,1+ Times	177
Domestic Travel,Any Trip,15+ Nights	176
Buy from Bertucci's	171
Buy from Bob's Big Boy	171
Order from QVC	161
Buy from Bennigan's	160
Buy from Church's Fried Chicken	156
Shop at Ace Hardware	156
Foreign Travel by Bus	154

Lifestyle Behaviors 16-30

Index

Order from Home Shopping Network	154
Order from Lillian Vernon	154
Play Lottery,10+ Times/mo	153
Shop at Lord & Taylor	151
Buy from Red Lobster	150
Buy from Bob Evan's Farm	149
Buy from Lone Star Steakhouse	147
Shop at Walgreens	147
Belong to a Fraternal Order	146
Buy from Cracker Barrel	146
Shop at Talbots	145
Write to Elected Official 1	45
Buy Gospel Music	144
Shop at Kmart	144
Shop at Kohl's	144

Lifestyle Behaviors 31-45

Index

Buy from Blimpie Subs & Salads	142
Play Bingo	141
Shop at BJ's Wholesale Club	140
Buy from Denny's	137
Do Bird Watching	136
Domestic Vacation,Play Golf	136
Buy from IHOP	133
Order from Book of the Month Club	132
Buy Videos by Mail/Phone	131
Go Walking for Exercise	129
Go to Barber Shop	128
Order from drugstore.com	128
Own Treadmill	128
Vote in Election	128
Order from Publishers Clearing House	127

New Beginnings

New Beginnings

Filled with young, single adults, New Beginnings is a magnet for adults in transition. Many of its residents are twentysomething singles and couples just starting out on their career paths -or starting over after recent divorces or company transfers. Ethnically diverse -with nearly half its residents Hispanic, Asian or African-American- New Beginnings households tend to have the modest living standards typical of transient apartment dwellers.

Social Group:	Inner Suburbs
Lifestage Group:	Striving Singles

2005 Statistics:

US Households:	1,697,047 (1.53%)
Median HH Income:	\$30,477

Lifestyle Traits

- Rent/buy at Hollywood Video
- Play games on the Internet
- Read Star
- Watch Jerry Springer in synd.
- Drive a Saturn SC

Demographics Traits:

Ethnic Diversity:	High Black, Hisp., Asian
Family Types:	Mix
Age Ranges:	<35
Education Levels:	High School
Employment Levels:	White-Collar, Service
Housing Types:	Renters
Urbanicity:	Suburban
Income:	Lower Middle
Income Producing Assets:	not available

New Beginnings

Age

Description	U.S.	Segment	Index
CY HHs Hhldr Age 15 - 24	5.18	14.67	283
CY HHs Hhldr Age 25 - 34	16.28	28.28	174
CY HHs Hhldr Age 35 - 44	20.78	21.15	102
CY HHs Hhldr Age 45 - 54	21.20	15.56	73
CY HHs Hhldr Age 55 - 59	8.69	5.46	63
CY HHs Hhldr Age 60 - 64	6.94	3.97	57
CY HHs Hhldr Age 65 - 69	5.70	2.93	51
CY HHs Hhldr Age 70 - 74	4.93	2.44	49
CY HHs Hhldr Age 75 - 79	4.37	2.16	49
CY HHs Hhldr Age 80 - 84	3.35	1.82	54
CY HHs Hhldr Age 85+	2.57	1.57	61

Income

Description	U.S.	Segment	Index
CY HHs with Inc < \$15,000	13.68	22.83	167
CY HHs with Inc \$15,000 - \$24,999	11.25	17.59	156
CY HHs with Inc \$25,000 - \$34,999	11.49	17.04	148
CY HHs with Inc \$35,000 - \$49,999	15.87	18.29	115
CY HHs with Inc \$50,000 - \$74,999	19.30	14.30	74
CY HH Inc \$75,000 - \$99,999	11.50	5.40	47
CY HHs with Inc \$100,000 - \$149,999	10.64	3.23	30
CY HHs with Inc \$150,000 - \$249,999	4.38	0.95	22
CY HH Inc \$250,000 - \$499,999	1.30	0.28	22
CY HH Inc \$500,000+	0.60	0.08	14

Race & Ethnicity

Description	U.S.	Segment	Index
CY HHs, White	78.10	56.26	72
CY HHs, Black or African American	11.60	28.45	245
CY HHs, American Indian/Alaska Native	0.75	0.76	101
CY HHs, Asian	3.38	4.59	136
CY HHs, Native HI/Pac Islander	0.11	0.16	148
CY HHs, Some Other Race	4.10	6.75	165
CY HHs, 2+ Races	1.96	3.02	155
CY HHs, Hisp/Lat	9.97	15.28	153

New Beginnings

Education

Description	U.S.	Segment	Index
CY Pop 25+, Less than 9th Grade	7.74	8.54	110
CY Pop 25+, Some High School, No Diploma	12.13	14.45	119
CY Pop 25+, High School Grad (inc Equivalency)	28.43	27.14	95
CY Pop 25+, Some College, No Degree	21.14	22.94	108
CY Pop 25+, Associate Degree	6.34	6.11	96
CY Pop 25+, Bachelor Degree	15.50	13.81	89
CY Pop 25+, Master's Degree	5.83	4.61	79
CY Pop 25+, Professional School Degree	1.93	1.40	72
CY Pop 25+, Doctorate Degree	0.95	.00	105

Sex by Marital Status for the Pop 15+

Description	U.S.	Segment	Index
CY Pop 15+: Never Married	26.74	42.32	158
CY Pop 15+: Married, Spouse present	51.83	31.38	61
CY Pop 15+: Married, Spouse Absent	5.37	8.87	165
CY Pop 15+: Widowed	6.42	5.07	79
CY Pop 15+: Divorced	9.64	12.35	128
CY Pop 15+ Male: Never Married	14.54	22.27	153
CY Pop 15+ Male: Married, Spouse Present	26.04	15.93	61
CY Pop 15+ Male: Married, Spouse Absent	2.76	4.70	170
CY Pop 15+ Male: Widowed	1.20	0.92	77
CY Pop 15+ Female: Married, Spouse Present	25.78	15.45	60
CY Pop 15+ Male: Divorced	4.17	5.23	125
CY Pop 15+ Female: Married, Spouse Absent	2.61	4.17	160
CY Pop 15+ Female: Never Married	12.20	20.05	164
CY Pop 15+ Female: Widowed	5.22	4.15	80
CY Pop 15+ Female: Divorced	5.48	7.12	130

New Beginnings

Work Occupation

Description	U.S.	Segment	Index
CY Emp Civ Pop 16+, Occ: Mgmt Except Farmer	8.70	5.69	65
CY Emp Civ Pop 16+, Occ: Farmer/Farm Mgmt	0.59	0.06	10
CY Emp Civ Pop 16+, Occ: Business Ops Specialist	2.12	1.88	89
CY Emp Civ Pop 16+, Occ: Financial Specialist	2.21	1.74	79
CY Emp Civ Pop 16+, Occ: Computer/Mathematical	2.48	2.60	105
CY Emp Civ Pop 16+, Occ: Architect/Engineer	2.09	1.68	80
CY Emp Civ Pop 16+, Occ: Life/Phys/Soc Science	0.92	1.13	122
CY Emp Civ Pop 16+, Occ: Community/Soc Svcs	1.49	1.50	100
CY Emp Civ Pop 16+, Occ: Legal	1.08	0.65	61
CY Emp Civ Pop 16+, Occ: Edu/Training/Library	5.66	5.11	90
CY Emp Civ Pop 16+, Occ: Arts/Entertain/Sports	1.90	1.76	93
CY Emp Civ Pop 16+, Occ: Health Practitioner/Tec	4.63	3.74	81
CY Emp Civ Pop 16+, Occ: Healthcare Support	1.97	2.46	125
CY Emp Civ Pop 16+, Occ: Protective Svcs	1.97	2.00	101
CY Emp Civ Pop 16+, Occ: Food Prep/Serving	4.75	7.15	151
CY Emp Civ Pop 16+, Occ: Building Grounds Maint	3.24	4.18	129
CY Emp Civ Pop 16+, Occ: Personal Care/Svc	2.79	3.09	111
CY Emp Civ Pop 16+, Occ: Sales/Related	11.30	11.54	102
CY Emp Civ Pop 16+, Occ: Office/Admin Support	15.42	17.78	115
CY Emp Civ Pop 16+, Occ: Farm/Fish/Forestry	0.74	0.48	65
CY Emp Civ Pop 16+, Occ: Construction/Extraction	5.51	5.50	100
CY Emp Civ Pop 16+, Occ: Maintenance Repair	3.95	3.49	88
CY Emp Civ Pop 16+, Occ: Production	8.39	8.01	96
CY Emp Civ Pop 16+, Occ: Transportation/Moving	6.09	6.79	111

Work Commuting Patterns

Description	U.S.	Segment	Index
CY Workers, Transportation: Drove Alone	78.60	72.04	92
CY Workers, Transportation: Carpooled	12.56	15.93	127
CY Workers, Transportation: Public Transport	4.69	5.35	114
CY Workers, Transportation: Motorcycle	0.12	0.14	123
CY Workers, Transportation: Bicycle	0.38	0.70	185
CY Workers, Transportation: Walked	2.93	4.90	167
CY Workers, Transportation: Other	0.72	0.93	129
CY Workers, Transportation: Worked at Home	3.24	1.76	54
CY Workers, Travel Time: < 15 Minutes	29.01	31.59	109
CY Workers, Travel Time: 15 - 29 Minutes	36.10	40.18	111
CY Workers, Travel Time: 30 - 44 Minutes	19.29	17.18	89
CY Workers, Travel Time: 45 - 59 Minutes	7.54	5.23	69
CY Workers, Travel Time: 60+ Minutes	8.06	5.81	72

New Beginnings

Family Composition Household Type

Description	U.S.	Segment	Index
CY HHs, 1-Person, Male Hhldr	11.33	17.43	154
CY HHs, 1-Person, Female Hhldr	14.80	18.26	123
CY HHs, 2+People, Married Couple, Own Kids	23.71	14.37	61
CY HHs, 2+People, Married Couple, No Own Kids	28.03	14.09	50
CY HHs, Other Fam HH, Male Hhldr, Own Kids	2.05	2.58	126
CY HHs, Other Fam HH, Male Hhldr, No Own Kids	2.04	2.47	121
CY HHs, Other Fam HH, Female Hhldr, Own Kids	7.01	13.78	197
CY HHs, Other Fam HH, Female Hhldr, No Own Kids	4.91	5.21	106
CY Non Family HH, 2+ Persons, Male Hhldr	3.58	6.75	188
CY Non Family HH, 2+ Persons, Female Hhldr	2.53	5.06	200

Family Composition People in Household

Description	U.S.	Segment	Index
CY HHs, 1-Person HH	26.13	35.68	137
CY HHs, 2-Person HH	32.42	29.18	90
CY HHs, 3-Person HH	16.71	15.78	94
CY HHs, 4-Person HH	14.01	10.60	76
CY HHs, 5-Person HH	6.50	5.01	77
CY HHs, 6-Person HH	2.53	2.13	84
CY HHs, 7+ Person HH	1.70	1.62	95

Housing Home Ownership

Description	U.S.	Segment	Index
CY Housing Units, Owner Occ	60.72	20.26	33
CY Housing Units, Renter Occ	30.29	71.28	235

Housing Home Value

Description	U.S.	Segment	Index
CY All Own Occ HUs with Value < \$20,000	2.09	0.97	46
CY All Own Occ HUs with Value \$20,000 - \$39,999	3.03	1.08	36
CY All Own Occ HUs with Value \$40,000 - \$59,999	3.99	1.82	46
CY All Own Occ HUs with Value \$60,000 - \$79,999	4.93	2.64	54
CY All Own Occ HUs with Value \$80,000 - \$99,999	5.86	3.28	56
CY All Own Occ HUs with Value \$100,000 - \$149,999	13.65	6.22	46
CY All Own Occ HUs with Value \$150,000 - \$199,999	9.56	2.93	31
CY All Own Occ HUs with Value \$200,000 - \$299,999	10.88	2.06	19
CY All Own Occ HUs with Value \$300,000 - \$399,999	5.12	0.59	11
CY All Own Occ HUs with Value \$400,000 - \$499,999	2.75	0.23	8
CY All Own Occ HUs with Value \$500,000 - \$749,999	2.81	0.18	7
CY All Own Occ HUs with Value \$750,000 - \$999,999	0.98	0.07	7
CY All Own Occ HUs with Value \$1,000,000+	1.08	0.07	6

New Beginnings

Housing Units in Structure

Description	U.S.	Segment	Index
CY HUs, 1 Unit Detached	60.61	20.65	34
CY HUs, 1 Unit Attached	5.54	6.21	112
CY HUs, 2 Units	4.13	4.19	102
CY HUs, 3 to 19 Units	13.23	44.13	333
CY HUs, 20 - 49 Units	3.30	8.43	256
CY HUs, 50+ Units	5.22	13.74	263
CY HUs, Mobile Home	7.73	2.55	33
CY HUs, Other	0.24	0.09	38

Housing Year Structure Built

Description	U.S.	Segment	Index
CY HUs, Built 1999 to March CY	10.15	8.88	87
CY HUs, Built 1995 to 1998	6.75	5.42	80
CY HUs, Built 1990 to 1994	6.74	6.39	95
CY HUs, Built 1980 to 1989	4.76	20.83	141
CY HUs, Built 1970 to 1979	17.10	24.92	146
CY HUs, Built 1960 to 1969	12.71	15.42	121
CY HUs, Built 1950 to 1959	11.56	8.46	73
CY HUs, Built 1940 to 1949	6.61	4.37	66
CY HUs, Built 1939 or Earlier	13.61	5.31	39

Housing Years in Home

Description	U.S.	Segment	Index
CY Occ HUs, Hhldr Moved in 1999 to March 2005	44.46	63.02	142
CY Occ HUs, Hhldr Moved in 1995 to 1998	18.16	19.07	105
CY Occ HUs, Hhldr Moved in 1990 to 1994	10.63	6.43	61
CY Occ HUs, Hhldr Moved in 1980 to 1989	11.88	5.68	48
CY Occ HUs, Hhldr Moved in 1970 to 1979	7.51	3.02	40
CY Occ HUs, Hhldr Moved in 1969 or earlier	7.36	2.78	38

New Beginnings

Top 15 Lifestyle Behaviors

Index

Buy from Church's Fried Chicken	187
Go to Movie,4+ Times/mo	155
Buy from Golden Corral	141
Shop at Lerner	132
Buy Rap Music	131
Buy from Checkers	127
Order from Publishers Clearing House	124
Buy from Papa John's	121
Buy from Popeyes	119
Buy from Jack-in-the-Box	113
Shop at Lane Bryant	113
Buy Spanish/Latin Music	107
Buy from Carl's Jr.	107
Buy Tent	106
Buy from Del Taco	101

Lifestyle Behaviors 16-30

Index

Shop at The Limited	101
Belong to a Church Board	100
Buy from Rally's	100
Buy from Shoney's	99
Own Tropical Fish	99
Play Soccer	99
Buy Children's Bicycles	98
Buy from A&W	98
Play Chess	97
Shop at Walgreens	96
Buy from Fuddrucker's	95
Go to Professional Basketball Games,1+ Times	93
Play Basketball	93
Shop at Saks Fifth Ave	93
Shop at Neiman Marcus	92

Lifestyle Behaviors 31-45

Index

Shop at Victoria's Secret	92
Buy Swing Sets	91
Buy from Whataburger	91
Go to Auto Racing,1+ Times	91
Shop at Express	91
Buy from Denny's	89
Buy from Hooters	89
Buy from Pizza Hut	89
Buy from Mexican Fast Food Restaurant	88
Order from Spiegel	88
Buy from Long John Silver	87
Buy from Burger King	86
Buy from Captain D's	86
Buy from Taco Bell	86
Go to College Football Games,1+ Times	86

Suburban Pioneers

Suburban Pioneers

Suburban Pioneers represents one of the nation's eclectic lifestyles, a mix of young singles, recently divorced and single parents who have moved into older, inner-ring suburbs. They live in aging homes and garden-style apartment buildings, where the jobs are blue-collar and the money is tight. But what unites these residents -a diverse mix of whites, Hispanics and African-Americans- is a working-class sensibility and an appreciation for their off-the-beaten-track neighborhoods.

Social Group:	Inner Suburbs
Lifestage Group:	Mainstream Families

2005 Statistics:

US Households:	1,161,514 (1.05%)
Median HH Income:	\$33,229

Lifestyle Traits

- Play softball
- Buy collectables by mail
- Read Star
- Watch Bold and Beautiful
- Drive a Hyundai Accent

Demographics Traits:

Ethnic Diversity:	High Black & Hispanic
Family Types:	Mix
Age Ranges:	<45
Education Levels:	High School
Employment Levels:	BC, WC, Service
Housing Types:	Mix
Urbanicity:	Suburban
Income:	Lower Middle
Income Producing Assets:	not available

Suburban Pioneers

Age

Description	U.S.	Segment	Index
CY HHs Hhldr Age 15 - 24	5.18	7.87	152
CY HHs Hhldr Age 25 - 34	16.28	21.65	133
CY HHs Hhldr Age 35 - 44	20.78	22.71	109
CY HHs Hhldr Age 45 - 54	21.20	19.63	93
CY HHs Hhldr Age 55 - 59	8.69	7.20	83
CY HHs Hhldr Age 60 - 64	6.94	5.52	80
CY HHs Hhldr Age 65 - 69	5.70	4.44	78
CY HHs Hhldr Age 70 - 74	4.93	3.73	76
CY HHs Hhldr Age 75 - 79	4.37	3.18	73
CY HHs Hhldr Age 80 - 84	3.35	2.37	71
CY HHs Hhldr Age 85+	2.57	1.69	66

Income

Description	U.S.	Segment	Index
CY HHs with Inc < \$15,000	13.68	19.25	141
CY HHs with Inc \$15,000 - \$24,999	11.25	16.92	150
CY HHs with Inc \$25,000 - \$34,999	11.49	16.71	145
CY HHs with Inc \$35,000 - \$49,999	15.87	18.99	120
CY HHs with Inc \$50,000 - \$74,999	19.30	16.62	86
CY HH Inc \$75,000 - \$99,999	11.50	6.46	56
CY HHs with Inc \$100,000 - \$149,999	10.64	3.72	35
CY HHs with Inc \$150,000 - \$249,999	4.38	0.97	22
CY HH Inc \$250,000 - \$499,999	1.30	0.29	22
CY HH Inc \$500,000+	0.60	0.06	10

Race & Ethnicity

Description	U.S.	Segment	Index
CY HHs, White	78.10	64.78	83
CY HHs, Black or African American	11.60	19.87	171
CY HHs, American Indian/Alaska Native	0.75	0.95	126
CY HHs, Asian	3.38	1.84	55
CY HHs, Native HI/Pac Islander	0.11	0.13	121
CY HHs, Some Other Race	4.10	9.79	239
CY HHs, 2+ Races	1.96	2.64	135
CY HHs, Hisp/Lat	9.97	23.34	234

Suburban Pioneers

Education

Description	U.S.	Segment	Index
CY Pop 25+, Less than 9th Grade	7.74	13.22	171
CY Pop 25+, Some High School, No Diploma	12.13	18.30	151
CY Pop 25+, High School Grad (inc Equivalency)	28.43	31.23	110
CY Pop 25+, Some College, No Degree	21.14	20.76	98
CY Pop 25+, Associate Degree	6.34	5.27	83
CY Pop 25+, Bachelor Degree	15.50	7.86	51
CY Pop 25+, Master's Degree	5.83	2.31	40
CY Pop 25+, Professional School Degree	1.93	0.72	37
CY Pop 25+, Doctorate Degree	0.95	0.33	35

Sex by Marital Status for the Pop 15+

Description	U.S.	Segment	Index
CY Pop 15+: Never Married	26.74	31.54	118
CY Pop 15+: Married, Spouse present	51.83	42.88	83
CY Pop 15+: Married, Spouse Absent	5.37	7.17	134
CY Pop 15+: Widowed	6.42	5.95	93
CY Pop 15+: Divorced	9.64	12.45	129
CY Pop 15+ Male: Never Married	14.54	16.84	116
CY Pop 15+ Male: Married, Spouse Present	26.04	21.67	83
CY Pop 15+ Male: Married, Spouse Absent	2.76	3.46	125
CY Pop 15+ Male: Widowed	1.20	1.18	98
CY Pop 15+ Female: Married, Spouse Present	25.78	21.21	82
CY Pop 15+ Male: Divorced	4.17	5.34	128
CY Pop 15+ Female: Married, Spouse Absent	2.61	3.71	142
CY Pop 15+ Female: Never Married	12.20	14.69	120
CY Pop 15+ Female: Widowed	5.22	4.77	91
CY Pop 15+ Female: Divorced	5.48	7.12	130

Suburban Pioneers

Work Occupation

Description	U.S.	Segment	Index
CY Emp Civ Pop 16+, Occ: Mgmt Except Farmer	8.70	4.83	56
CY Emp Civ Pop 16+, Occ: Farmer/Farm Mgmt	0.59	0.13	22
CY Emp Civ Pop 16+, Occ: Business Ops Specialist	2.12	1.47	69
CY Emp Civ Pop 16+, Occ: Financial Specialist	2.21	1.29	58
CY Emp Civ Pop 16+, Occ: Computer/Mathematical	2.48	1.33	54
CY Emp Civ Pop 16+, Occ: Architect/Engineer	2.09	1.11	53
CY Emp Civ Pop 16+, Occ: Life/Phys/Soc Science	0.92	0.46	49
CY Emp Civ Pop 16+, Occ: Community/Soc Svcs	1.49	1.31	88
CY Emp Civ Pop 16+, Occ: Legal	1.08	0.49	45
CY Emp Civ Pop 16+, Occ: Edu/Training/Library	5.66	3.82	68
CY Emp Civ Pop 16+, Occ: Arts/Entertain/Sports	1.90	1.24	65
CY Emp Civ Pop 16+, Occ: Health Practitioner/Tec	4.63	2.98	64
CY Emp Civ Pop 16+, Occ: Healthcare Support	1.97	2.52	128
CY Emp Civ Pop 16+, Occ: Protective Svcs	1.97	1.90	96
CY Emp Civ Pop 16+, Occ: Food Prep/Serving	4.75	6.54	138
CY Emp Civ Pop 16+, Occ: Building Grounds Maint	3.24	5.15	159
CY Emp Civ Pop 16+, Occ: Personal Care/Svc	2.79	3.11	111
CY Emp Civ Pop 16+, Occ: Sales/Related	11.30	10.53	93
CY Emp Civ Pop 16+, Occ: Office/Admin Support	15.42	16.80	109
CY Emp Civ Pop 16+, Occ: Farm/Fish/Forestry	0.74	0.75	102
CY Emp Civ Pop 16+, Occ: Construction/Extraction	5.51	7.91	143
CY Emp Civ Pop 16+, Occ: Maintenance Repair	3.95	4.64	118
CY Emp Civ Pop 16+, Occ: Production	8.39	10.95	130
CY Emp Civ Pop 16+, Occ: Transportation/Moving	6.09	8.75	144

Work Commuting Patterns

Description	U.S.	Segment	Index
CY Workers, Transportation: Drove Alone	78.60	75.70	96
CY Workers, Transportation: Carpooled	12.56	17.34	138
CY Workers, Transportation: Public Transport	4.69	3.02	64
CY Workers, Transportation: Motorcycle	0.12	0.14	125
CY Workers, Transportation: Bicycle	0.38	0.40	105
CY Workers, Transportation: Walked	2.93	2.30	78
CY Workers, Transportation: Other	0.72	1.10	152
CY Workers, Transportation: Worked at Home	3.24	1.80	56
CY Workers, Travel Time: < 15 Minutes	29.01	29.03	100
CY Workers, Travel Time: 15 - 29 Minutes	36.10	42.36	117
CY Workers, Travel Time: 30 - 44 Minutes	19.29	17.81	92
CY Workers, Travel Time: 45 - 59 Minutes	7.54	4.92	65
CY Workers, Travel Time: 60+ Minutes	8.06	5.87	73

Suburban Pioneers

Family Composition Household Type

Description	U.S.	Segment	Index
CY HHs, 1-Person, Male Hhldr	11.33	12.17	107
CY HHs, 1-Person, Female Hhldr	14.80	13.39	90
CY HHs, 2+People, Married Couple, Own Kids	23.71	22.19	94
CY HHs, 2+People, Married Couple, No Own Kids	28.03	20.06	72
CY HHs, Other Fam HH, Male Hhldr, Own Kids	2.05	3.16	154
CY HHs, Other Fam HH, Male Hhldr, No Own Kids	2.04	2.75	135
CY HHs, Other Fam HH, Female Hhldr, Own Kids	7.01	12.54	179
CY HHs, Other Fam HH, Female Hhldr, No Own Kids	4.91	6.49	132
CY Non Family HH, 2+ Persons, Male Hhldr	3.58	4.33	121
CY Non Family HH, 2+ Persons, Female Hhldr	2.53	2.94	116

Family Composition People in Household

Description	U.S.	Segment	Index
CY HHs, 1-Person HH	26.13	25.56	98
CY HHs, 2-Person HH	32.42	27.83	86
CY HHs, 3-Person HH	16.71	17.40	104
CY HHs, 4-Person HH	14.01	13.93	99
CY HHs, 5-Person HH	6.50	8.06	124
CY HHs, 6-Person HH	2.53	3.88	153
CY HHs, 7+ Person HH	1.70	3.34	196

Housing Home Ownership

Description	U.S.	Segment	Index
CY Housing Units, Owner Occ	60.72	54.80	90
CY Housing Units, Renter Occ	30.29	36.99	122

Housing Home Value

Description	U.S.	Segment	Index
CY All Own Occ HUs with Value < \$20,000	2.09	5.29	253
CY All Own Occ HUs with Value \$20,000 - \$39,999	3.03	6.15	203
CY All Own Occ HUs with Value \$40,000 - \$59,999	3.99	8.42	211
CY All Own Occ HUs with Value \$60,000 - \$79,999	4.93	9.77	198
CY All Own Occ HUs with Value \$80,000 - \$99,999	5.86	9.10	155
CY All Own Occ HUs with Value \$100,000 - \$149,999	13.65	12.91	95
CY All Own Occ HUs with Value \$150,000 - \$199,999	9.56	4.72	49
CY All Own Occ HUs with Value \$200,000 - \$299,999	10.88	2.40	22
CY All Own Occ HUs with Value \$300,000 - \$399,999	5.12	0.53	10
CY All Own Occ HUs with Value \$400,000 - \$499,999	2.75	0.18	6
CY All Own Occ HUs with Value \$500,000 - \$749,999	2.81	0.12	4
CY All Own Occ HUs with Value \$750,000 - \$999,999	0.98	0.04	4
CY All Own Occ HUs with Value \$1,000,000+	1.08	0.07	6

Suburban Pioneers

Housing Units in Structure

Description	U.S.	Segment	Index
CY HUs, 1 Unit Detached	60.61	55.44	91
CY HUs, 1 Unit Attached	5.54	5.00	90
CY HUs, 2 Units	4.13	4.77	115
CY HUs, 3 to 19 Units	13.23	15.48	117
CY HUs, 20 - 49 Units	3.30	2.62	79
CY HUs, 50+ Units	5.22	3.01	58
CY HUs, Mobile Home	7.73	13.35	173
CY HUs, Other	0.24	0.33	138

Housing Year Structure Built

Description	U.S.	Segment	Index
CY HUs, Built 1999 to March CY	10.15	9.39	92
CY HUs, Built 1995 to 1998	6.75	5.63	83
CY HUs, Built 1990 to 1994	6.74	4.88	73
CY HUs, Built 1980 to 1989	14.76	13.35	90
CY HUs, Built 1970 to 1979	17.10	18.62	109
CY HUs, Built 1960 to 1969	12.71	14.93	117
CY HUs, Built 1950 to 1959	11.56	14.34	124
CY HUs, Built 1940 to 1949	6.61	7.88	119
CY HUs, Built 1939 or Earlier	13.61	10.99	81

Housing Years in Home

Description	U.S.	Segment	Index
CY Occ HUs, Hhldr Moved in 1999 to March 2005	44.46	47.72	107
CY Occ HUs, Hhldr Moved in 1995 to 1998	18.16	18.95	104
CY Occ HUs, Hhldr Moved in 1990 to 1994	10.63	9.89	93
CY Occ HUs, Hhldr Moved in 1980 to 1989	11.88	10.03	84
CY Occ HUs, Hhldr Moved in 1970 to 1979	7.51	6.48	86
CY Occ HUs, Hhldr Moved in 1969 or earlier	7.36	6.93	94

Suburban Pioneers

Top 15 Lifestyle Behaviors Index

Buy from Church's Fried Chicken	252
Buy from Checkers	232
Buy from Rally's	232
Do Needlepoint	227
Order from Readers Digest Association	177
Buy from Popeyes	176
Go to Professional Basketball Games,1+ Times	168
Buy from Little Caesar's	159
Buy from Whataburger	148
Buy from White Castle	138
Shop at Walgreens	131
Shop at Kinko's	130
Shop at Lerner	130
Buy Videos by Mail/Phone	124
Buy Rap Music	123

Lifestyle Behaviors 16-30 Index

Buy from Denny's	123
Go to College Basketball Games,1+ Times	123
Order from Avon	122
Buy from Long John Silver	120
Buy Swing Sets	119
Go to Movie,4+ Times/mo	119
Order from Walmart.com	119
Buy from KFC	117
Buy from Boston Market	116
Buy from Domino's Pizza	113
Shop at Wal-Mart Pharmacy	113
Buy 1960s Nostalgia Music	111
Buy Gospel Music	111
Buy Spanish/Latin Music	111
Shop at Kmart	110

Lifestyle Behaviors 31-45 Index

Buy from Shoney's	109
Buy from Pizza Hut	106
Shop at Thomasville	106
Buy from Captain D's	105
Buy from Mexican Fast Food Restaurant	105
Buy from Papa John's	105
Play Baseball	105
Foreign Travel by Car	104
Buy from Hardee's	103
Shop at Wal-Mart	103
Shop at Lane Bryant	102
Do Garment Sewing from Patterns	101
Belong to a Church Board	100
Buy from Del Taco	100
Travel to Central/South America	100

Targeted Retailers/Restaurants

Based on the psychographic data of the households present within the Leon Valley Retail Trade Area, we have identified the following retailers and restaurants as the best targets for recruitment* to the Leon Valley, Texas community.

Retailers

Banana Republic
Bed Bath & Beyond
Best Buy
Circuit City
CompUSA
Dillard's
Dress Barn
Eddie Bauer
Express
Famous Footwear
Foley's
Foot Locker/Lady Foot Locker
Kinko's
Kohl's
Lane Bryant
Lerner
Linen 'N Things
Macy's
Marshalls
Nordstrom Rack
Office Depot
Old Navy
Rack Room Shoes
Ross
Sports Authority
Structure
Target
The Gap
The Limited
Toys R Us

Restaurants

Applebee's
Arby's
Bennigan's
Blimpie
Boston Market
Checker's
Chick-Fil-A
Chili's Grill & Bar
Church's Chicken
Del Taco
Denny's
Domino's Pizza
Dunkin' Donuts
Fuddruckers
Godfather's Pizza
IHOP
Jack-in-the-Box
Joe's Crab Shack
KFC
Krispy Kreme
Krystal Hamburgers
Little Caesar's
Long John Silver
Mazzio's
Olive Garden
Panera Bread
Papa John's
Pizza Inn
Popeye's
Quizno's
Rally's
Red Lobster
Romano's Macaroni Grill
Starbucks
TGI Friday's
Taco Bell
Wendy's
Whataburger

*This list is generated by analyzing the lifestyle/buying/spending characteristics of households and comparing them with those of known patrons of these retailers and restaurants. This list is only representative of retailers and restaurants which most closely match with Leon Valley's psychographic profile data. As a result, some retailers and restaurants may be listed here which are already present in the community and/or Retail Trade Area.

Acknowledgements

The observations, conclusions and recommendations contained in this study are solely those of Cofer Haag & Thrasher and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas 2005, U.S. Census Bureau, Economy.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

Mapping data is provided by MapInfo, Claritas and Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.